

Electrical Merchandising



Take a **CUSTOMER'S-EYE VIEW** of these Estate Electric Ranges. Here's eye-appeal that means buy-appeal. Graceful, colorful beauty. Ultra-modern designs. But even more important: Exclusive operating features that take the *trick* out of electric cookery. Sizes, styles, finishes for every kitchen, every budget. Write for de luxe catalogue, which is also a retail sales presentation, to The Estate Stove Company, Hamilton, Ohio.

★ **Campaign Specials**—priced for large-volume sales.

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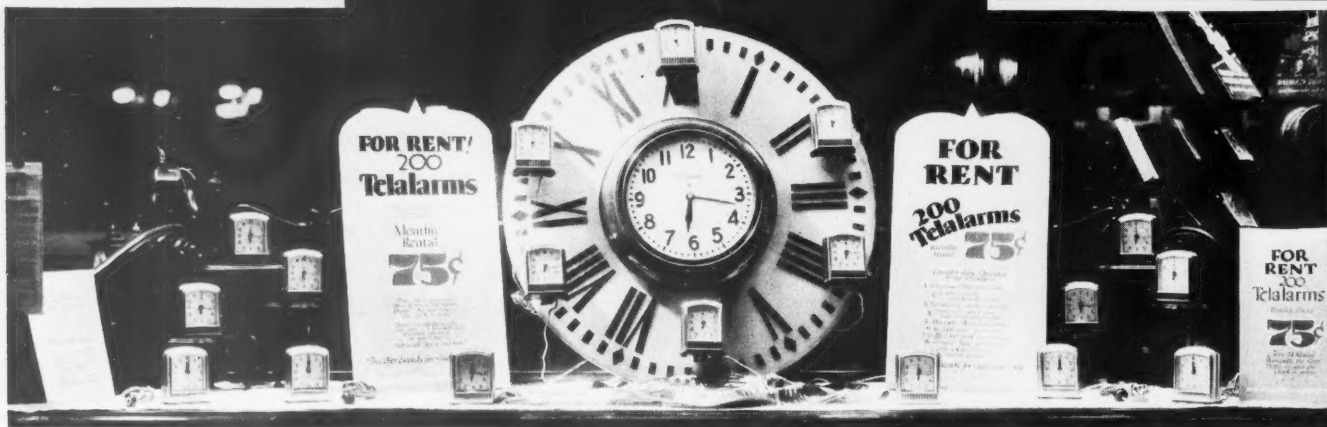
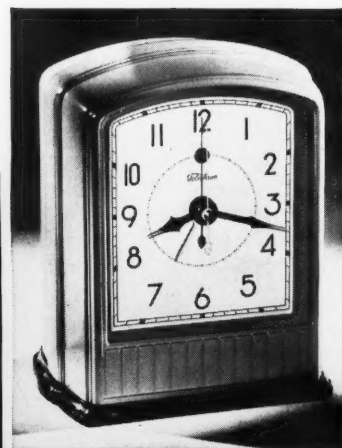
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1932



At left—HAROLD KOERBER, of Robt. Koerber, Inc., Fort Wayne, Indiana, who sold 110 Telalarms in three weeks, using an effective sales plan available to any authorized Telechron dealer.

At right—No. 711—TELALARM. Illuminated dial. Electric alarm. Blue, ivory, green or orchid. Retail, \$8.95. Dura-silver alloy, \$9.95. No. 715—Dura-silver, alloy without illumination, \$8.50.



FORT WAYNE DEALER SELLS 110 TELALARMS IN THREE WEEKS!

LAST MONTH, in Fort Wayne, Indiana, while many merchants moaned about depression, Robert Koerber, Inc., jeweler and Telechron dealer, went out after business. Announcements of a novel purchase plan were mailed to 1000 prospects. Newspaper advertisements followed. And 110 Telalarms found new homes in three weeks!

Which is pretty positive proof that sales can *always* be made by presenting the right product in the right way. Mr. Koerber featured Telalarm — already familiar to his customers from national advertising — a uniquely attractive and practical clock. He offered it on an ingenious plan that roused the interest of every one who read his announcements. And he got results!

Other Telechron dealers have duplicated Mr. Koerber's success with other models and other selling plans. They can, because Telechron is the pioneer synchronous electric clock — the most advertised electric clock, with the widest range of models and prices. *And you can too!* The handy little coupon below will bring you the whole story — pronto.

Telechron Clocks retail from \$5.50 up. The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced up to \$650.

WARREN TELECHRON COMPANY
ASHLAND, MASSACHUSETTS

THE REVERE CLOCK COMPANY
CINCINNATI, OHIO

Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.



R-930—Graceful Gothic design. Dove-colored oak case, 9 1/4" high, with hour strike. Retail \$19.50

WARREN TELECHRON COMPANY
14 Main Street, Ashland, Mass.

Please send me complete story of Mr. Koerber's successful Telechron campaign.

Name _____

Address _____

Putting Us "ON THE STAND"

To the Editor:

I have enjoyed reading your article in the February, 1932, issue of *Electrical Merchandising* titled "On the Stand." The continued aggressive support that you are giving to electric range merchandising is very gratifying.

But there are still bogeys—and I mean the kind that scare children, not salesmen or old fashioned golfers—which hang on in the public mind, and even in your mind, which are real figments of the imagination.

One of them, to quote your own mind in the words of John Smith, the commercial vice-president of a power company is—"The principal reason, perhaps, is the necessity for educating the public to a new and almost entirely different method of cookery in comparison with accepted fuels."

Mr. Editor, do you own a modern electric range? Have you ever cooked one? Can you cook? I'm asking a personal question of you, personally.

Because a modern electric range is nothing but a cook stove fueled over a wire instead of through a pipe or out of a scuttle. Any person who can cook, can cook on the modern electric range and needs no instruction to do so. One who is experienced in handling the range will do better, of course. There are refinements of operation that economize in the use of current and save labor, but the everyday cooking for the family is done exactly as with any other stove, as quickly, much more easily and absolutely without mystery. I, personally, can prove this to you if you will put your time against mine.

The first electric range I ever sold (that was in 1910) was literally a bureau with appliances wired to the top and an oven below. Then came the fireless cookers, electrified, with hot plates on top. They did require a completely new technique of cooking. But fireless cooking is not the principle on which modern electric ranges operate and the statement "Educating the public to a new and almost entirely different method of cookery" is inaccurate and damaging to the cause of electric cookery.

You are not alone in your ideas. The industry is full of people who tell the same tale. Part of this is due, I think, to the Home Economists who demonstrate electric ranges for us. These women are expert cooks, most of them have spent money to train themselves, all of them are facile talkers because they have to be, and all of them are human. Having spent time and money learning their profession, it is only human for them to display their skill. So they cook fancy foods that not one woman in ten would ordinarily try, accompanying their demonstrations with a running comment of detailed explanation. This continuous talk is needed to fill up time and the easy thing is to describe what is going on. As a consequence, with lots of time and not much to talk about, the boiling of an egg sounds to the audience, like a complete explanation of the Einstein Theory. And the audience gets the idea that electric cookery gets fine results but requires a complete change of method. Applesauce!

I assure you, Mr. Editor, that a big job has to be done to dispel this "Entirely different method" idea. It's all wrong and we in the industry are to blame for it. It can be corrected and you can help a lot by an editorial on the subject.

HOYT CATLIN,

Sales Manager, Electric Range Division,
Landers, Frary & Clark.

Electrical Merchandising

VOL. 47

No. 4

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SALES

Are Telling the Story

IN the last three months of 1931, Leonard shipments showed an increase of 25% over the same period in 1930.

Shipments for January, 1932, were 34% above those for January, 1931.

All records went by the boards in February, with a 151% increase over the same month last year.

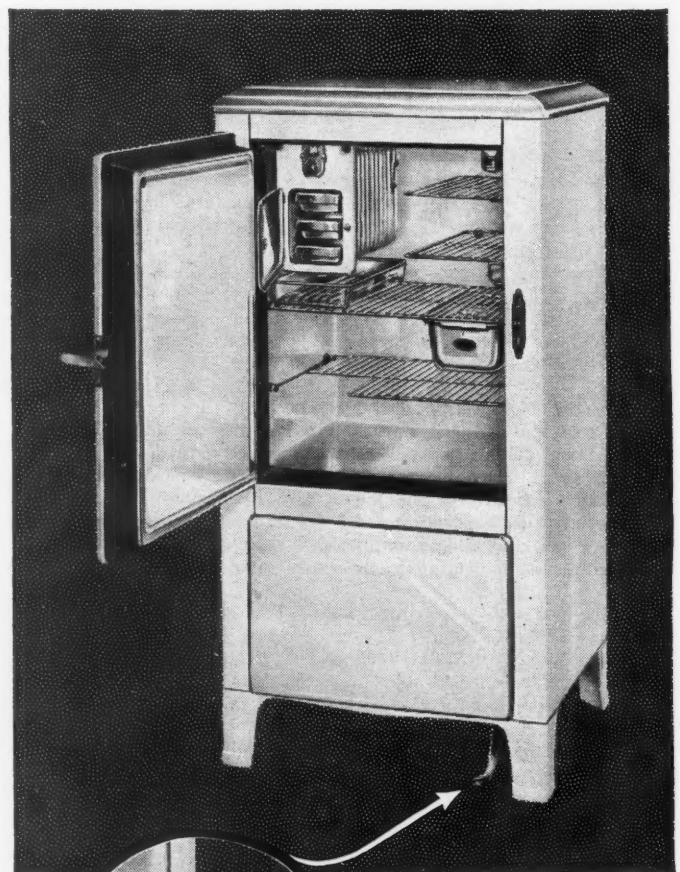
These figures reflect the enthusiasm with which the public has received the new Leonard Electric line, and indicate the *sales value* of the LEN-A-DOR and Leonard's many other extra features.

The ease with which the Leonard Electric *sells* also explains why distributors and dealers, in such large numbers, have taken on the liberal Leonard franchise in the past few months.

Leonard offers you a complete, compact line of 9 beautiful new models (2 all-porcelain) — "package" merchandise that requires no installation except plugging into an electrical outlet—low price and favorable discounts—and a strong program of advertising and merchandising helps.

If you are interested in this unusual profit opportunity, write or wire promptly, as desirable territories are being rapidly closed.

LEONARD REFRIGERATOR COMPANY
14255 Plymouth Road, Detroit, Michigan



GREATEST CONVENIENCE
FEATURE IN THE INDUSTRY

THE LEN-A-DOR

A TOUCH OF THE TOE AND
THE DOOR SWINGS OPEN

LEONARD

ELECTRIC

REFRIGERATOR



(459)

APRIL, 1932

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

No Cause for GLOOM

REFRIGERATOR prices are in the news.

FRIGIDAIRE announced lower prices on March 14.

At about the same time reductions of from 5 to 23 per cent were announced on General Electric refrigerators. With the General Electric announcement, P. B. Zimmerman made the following statement:

"These reductions accompany the general downward trend of costs throughout the world and in no measure effect the quality of our product. The tremendous purchasing power of the General Electric Company coupled with the lower cost of raw materials has enabled us to pass on this saving to purchasers of our product, a practice we have always pursued and which we shall continue to follow."

The following pages carry an interview with H. W. Newell, vice-president of Frigidaire, in which he states that Frigidaire prices are fixed in anticipation of new production economies which increased volume will bring about. The increased volume to come from reaching a new market with the lower priced product.

Both companies continue the three-year guarantee.

THESE two leaders, therefore, have spoken. Before this magazine reaches the reader, there will probably be similar announcements from other major producers.

Contemplating this deflation of refrigerator prices, the office pessimist reminds us that washer prices 18 months ago began a downward slide that played havoc with profits. He also finds a horrible example in the virtual collapse of the radio industry. Refrigeration, however, cannot conceivably go the way of radio. For one important thing, the ante is so high that small makers will be unable to come in. It is a blue chip business. Also, we have in the utilities a powerful force toward maintaining stability. And the great manufacturers, with well coordinated distribution, will keep production on a level with sales and avoid the perils of overproduction and overstocking.

IT IS certain that the battle for business will be as keen at the new levels as at the old. But promotion expenditure is not being curtailed. Dealer margins are not reduced. Refrigeration is not only at the height of public favor, its best season is just before us. With prices in line with consumer purchasing power there is volume and profit ahead.

L. E. Moffatt
EDITOR

an interview with

H. W. NEWELL

Vice-President in Charge of Sales

Why FRIGIDAIRE *has* Reduced

WHEN a new manufacturer announces a low price on a new product, it arouses no great or widespread interest. But, when an established leader makes the announcement of a drastic price reduction, it becomes of industry importance.

On March 14th newspapers throughout the country carried full page announcements of a new price of \$130. for Frigidaire. This was news.

In an interview with Mr. H. W. Newell, recently made vice president in charge of sales of Frigidaire, the editors of *ELECTRICAL MERCHANDISING* asked him a series of questions framed to clarify the policies behind this price reduction. Mr. Newell's frank analysis of the questions follow:

Question: There will be widespread discussion and probably misinterpretation of your new price policy. Will you give us, Mr. Newell, the general considerations which have influenced your company in taking this drastic step?

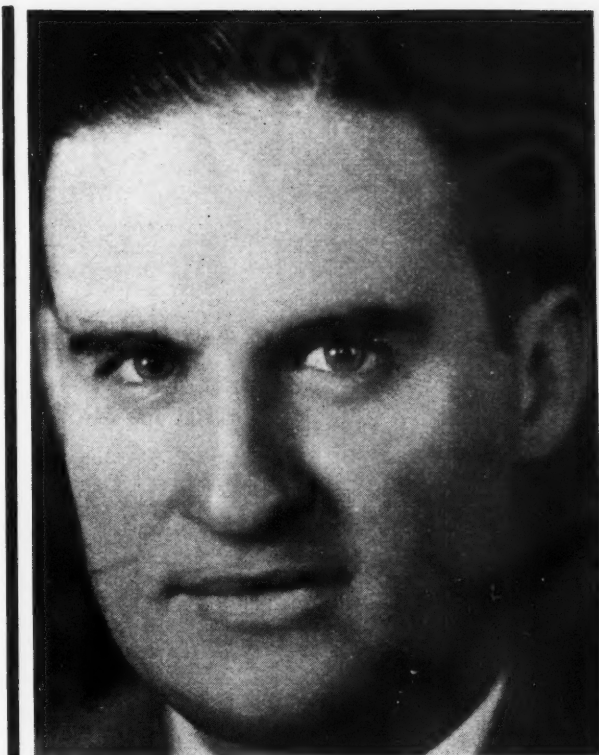
Mr. Newell: Briefly stated, Frigidaire's program for 1932 was built in recognition of fundamental market conditions, as we see them, and aimed to create increased volume and profit for our present field organization; also because of the enormity of our program it will require some additional dealer outlets. A chief consideration that led to the new prices is the tremendous potential market for refrigerators in the lower price field that has hardly been touched. Furthermore, consider the conditions as they exist in 1932. If we regard, as we must, the

public's attitude toward buying, then we cannot help but feel that 1932 will be a year when "price" is more than ever important, because of reduced incomes.

When we began to think of the 1932 program, we wanted to be sure to base it on sound basic principles. The fundamental that we have attempted to adhere to in the shaping of our policies was that our program would work out in the best interests of all concerned, that it would be sound for ourselves as the manufacturer, sound for our distributor and dealer organization, and sound for the consumer—which means that the buyer gets a refrigerator of known value for the money he feels he can afford to pay.

That leads naturally to the low-priced refrigerator. I may say as an aside, that it is the common knowledge of everybody that within the last 6 to 12 months, there have been numerous "stabs" at low priced refrigerators. I call them "stabs" because I feel that no one has gone about it in a really big way as a part of a big program, but they have been tangible enough so that anybody with their eyes open could see that the public is interested in low priced refrigerators. A big organization has a great deal at stake in making a general price reduction. We are part of The General Motors Corporation; any move we make must be a sound one. We have our large dealer organization, and we must look out for their interests. So we had to carefully weigh the means to open this new market and attract the many thousands of new prospects for refrigerators.

From exhaustive studies, we determined a minimum



PRICES

Born 34 years ago in Bellefontaine, Ohio, H. W. Newell, vice president in charge of sales of the Frigidaire Corporation, brings to his new responsibility no theoretical knowledge of the refrigeration business.

A Dartmouth graduate he joined the New England branch of the Delco Light organization at a time when Frigidaire was a subsidiary product. That was in 1924. Late that year he became supervisor for the Boston distributor of Frigidaire, and in 1925 succeeded to the position of sales manager.

Still climbing, still acquiring a more comprehensive knowledge of the business he was growing up with, Mr. Newell became general manager of the distributorship, a position he held until November 1930. At that time, the distributor retired, and Frigidaire bought the business, appointing Newell manager.

His splendid record as New England manager—last year his sales were 46 per cent ahead of 1930—resulted in his elevation to the vice presidency.

Human, candid, sincere, Mr. Newell's chief concern is in helping dealers to make money—a pre-occupation that has had no little to do with his success in the field.

price of about \$130 f.o.b. factory would meet the present market requirements.

Another very important point that we considered is that while the public today is "price minded," they still want quality.

Now, when you are getting prices down, there are two ways to cut: one is to cut corners in costs—material costs, manufacturing costs which include care in manufacturing inspection, etc., and also to take it out of your distributing organization, cut margins for distributor, dealer and salesman. But we didn't think that a sound approach to the problem. There is only one other way to cut costs, and that is by increased volume production—which automatically brings production and distribution economies.

We, in the sales department, felt confidently that if we could offer the public a refrigerator of Frigidaire standards of performance and known value at these lowered prices, that we could sell them in tremendously increased quantities.

Our whole program, therefore, is based on our confidence that if we give the public a "real quality refrigerator" at a "low price," and if we do a good job in acquainting the public with these two facts, that we will automatically get an increased business.

Question: You are then basing a price not on present costs, but on the anticipated savings of mass production and distribution?

Mr. Newell: Yes, that does summarize it.

Question: Are you confident that lower prices will increase the market?

Mr. Newell: Our contacts with people of all kinds of incomes indicate that it will. We find many want an electric refrigerator, but prices stands in their way. We know that a potential market exists that has never been opened up, and if we make a price to suit it that automatically new buyers will come into the field.

We also feel, of course, that in our taking the forward step on the price situation, we ourselves are going to sell a larger proportion of the total market than we would otherwise.

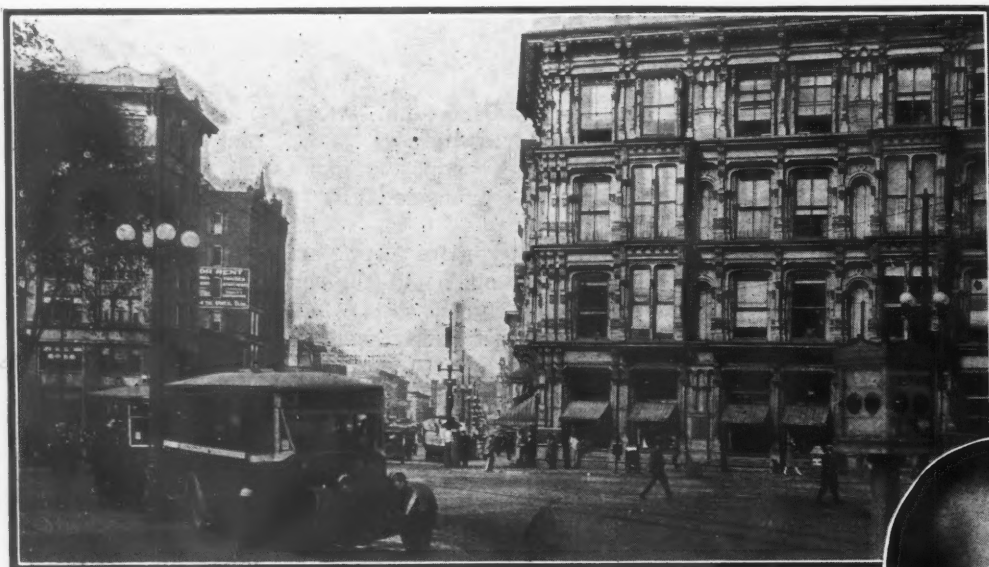
Question: Will these lower prices reduce the necessity for outside selling?

Mr. Newell: Lower prices will create a lot of interest and will undoubtedly create new prospects. But price alone won't do 20% of the job that has to be done. People will still have to be sought out and sold on the idea of buying an electric refrigerator. Instead of lessening the activity of the organization, I look upon this as demanding greater sales activity than ever before. When we have fitted a product more closely to the consumer's purse, we open more consumers to this type of selling, and find the salesman more prospects to whom he can tell his story.

Question: Will lower prices affect your present power company policy?

(Please turn to page 58)

P L A I N



By
Laurence
Wray

BINGHAMTON

"GENTLEMEN, we are gathered at this meeting to discuss merchandising. We are going to discuss not only our own merchandising policies in which you are so interested, but your own as well. We are under no illusions concerning the attitude of many of you who question either the right or the desirability of our participating in the business of selling electrical goods.

"What we are here to tell you is that we *are* in the business and have not the slightest intention of abandoning it. That, if you have been worried about our competition in the past, you will have even more reason to be worried about it in the future. Because, we are going to give you plenty of competition—of the hardest kind. All that you need to know about that is that it will be clean; good, clean, hard competition."

The speaker was C. Raymond Rudy, general sales manager of the Southern New York State group of the Associated Gas & Electric System. The meeting, held some six months ago in the early fall days, was made up of dealers, distributors and salesmen from Binghamton, N. Y., and surrounding towns. The message, delivered with all the frankness, candor and honest conviction that is typical of the man himself, was destined to prove a significant turning point in a troubled local situation and at the same time mark one of the important mile-stones in the industry's approach to the problems surrounding power company-dealer relationships in appliance merchandising. The title of the speech might have been "No More Boloney" and as subsequent events in this entire territory later proved, it was an important indication that a direct, out-in-the-open discussion of a situation does more to clear the air of misunderstanding, distrust and suspicion than all the honeyed phrases which trip so glibly from the lips of men less accustomed to meeting issues squarely.



"You are going to get plenty of good hard competition," C. R. Rudy, new business manager, Southern New York Group, Associated Gas & Electric System, told the dealers in his territory--and they liked it! Here's why

TALK



ELMIRA

For, the electrical dealer and distributor is not a weakling. He needs no nursemaid to lead him to the green pastures of this business. He will not shirk a clean fight if one is offered. And as this story will attempt to show, he appreciates and respects the man or the company whose policies are clearly defined and whose approach to any controversial issue affecting their mutual relations, is open, honest and sincere.

Let us go on with Mr. Rudy's talk for a while, and then see what happened afterwards:

"We have not been above criticism in the past," he continued. "We have done a number of things that could hardly be construed as fair and open competition. It has been difficult for you to meet our terms or to match our buying power. For those things we are not here to offer any apologies. The exigencies of the time and our imperative need for building load in a short space of time made them necessary. Any other course would have saddled us with serious losses.

"Nor are we here to tell you that we have suffered any great change of heart and that from this time on we are your friends, your guardian or your big brother. We have set up no idealistic program designed to either pamper or protect the dealer who, by natural inefficiency or sheer ineptitude, finds it difficult to make a legitimate profit out of his operation. We are not, as someone has remarked before, in business for our health. But we are in business to add kilowatt-hours to our lines. Looked at coldly, for all purposes of reasoning or explanation, that is our single aim. And that single purpose, in all the business relations existing between us, is all you need to remember.

"It is for that reason, too, that we are gathered here today. We have found that it is to our distinct advantage, from the single standpoint of increasing our residential kilowatt-hour consumption, to have active, aggres-

sive dealers selling appliances for us. We do not care who they are, whether department stores, mail order houses, hardware stores or independent electrical dealers. The main thing is that appliances be sold. We can have no other viewpoint about the matter.

"Our own selling activity will be strengthened wherever necessary and made as efficient as possible. We will do plenty of fighting, but it will be a clean fight in which you will have just as much opportunity to do business as we will have. But we are in the business and our experience has shown us that it is necessary that we stay in it. The figures show that.

"In Binghamton, for instance, up to two years ago no merchandising was done by the power company. We acquired the property at that time and, in common with other sections of the country where the Associated Gas & Electric System operated power companies, we began to do direct merchandising. At first we made many mistakes and there were many of you who deeply resented our entry into a field in which you felt we had no right. Admittedly, too, some of our policies were scarcely conducive to harmonious relations with established dealers. Some of those differences have been ironed out since that time, but what I would specifically like to bring to your attention at the present time is the record of our business since we took a direct hand in the merchandising business.

"In 1926, the average kilowatt-hour consumption per domestic customer was 390 kw.-hr.; in 1927 it was still 390—no gain; in 1928 it was 405 kw.-hr. It was not until October, 1929, that we began to operate our own merchandising department and in that year the average consumption showed its first distinct gain; it went to 440; in 1930 it showed a still bigger gain, reaching 480 and last year, 1931, it reached the new peak of 540 kw.-hr.

"Those figures speak for themselves. They are all the evidence we need to remind us that there is a definite need for our own efforts in the merchandising business to supplement those of the established dealers. It is the only answer I have for those of you who believe we should retire from active selling in competition to yourself.

"For those of you who are unfamiliar with some of the changes we have instituted in our merchandising policies, we come now to a discussion of certain specific complaints you have had in the past and which, for purposes of eradicating any possible advantage we might have in competition, have been dealt with by our company.

"You have pointed out, for one thing, that it was impossible for you to sell heating appliances when our terms required only a \$1 down payment and 50 cents a month on the customer's bill. The criticism was just, and the policy has been amended. We will sell no appliances in the future requiring less than \$10 down.

"You have complained that on major appliances—refrigerators, ranges and water heaters for example—that you could not meet our terms. We have amended our terms so that down payments and finance charges correspond to those of the large finance corporations.

"**T**HERE have been a number of complaints that our advertising and promotion of appliances was strictly confined to those devices we ourselves were selling. In the future, instead of advertising a specific make of refrigerator or range, we will advertise electric refrigeration and electric cookery. In addition, our copy will contain the line 'See Your Nearest Electrical Dealer.'

"Those briefly, are the changes in policy which are already in effect in our merchandising department. We might add here that a series of training schools for dealer's salesmen have been instituted which are available free of charge to all dealers' and distributors' salesmen. Our Home Service Department, consisting of trained home economists, are at your disposal whenever you should need them. When you sell an electric range, we will see to it that the customer is called upon by one of our home service women and is given every assistance and advice necessary to keep her sold on electric cookery.

"We will do these things, I repeat, not because we are actuated by any vague spirit of altruism, but because, from a dollars and cents standpoint, we believe that in assisting you to become better merchants, to sell more goods, that *our* business—the continual increase in kw.-hr. added to our lines—will be furthered. If your sales, your volume and your profit increase, well and good. That is your concern. That is your bread and butter, and the more of it you make, the more *we* will make. Because in the final analysis you are all working for us.

"I have talked about these things with complete frankness and candor. I can see no point in any other approach to our common problems. We want to know where we stand on these questions at all times. Knowing where we stand, you are perfectly free to check up on us at any time. And if any incident comes to your attention which violates the spirit of the policies as laid down here today, it will be dealt with immediately.

"I thank you."

That was six months ago.

Needless to say, the message has had to be delivered a number of times. In a territory as large as that cov-

ered by the southern New York State group, the story had to be carried to outlying cities—Owego, Corning, Hornell and to the adjacent small towns.

The dealers did not respond immediately. They did not rise up as one man in the meeting and cheer. These things take a little time. Here and there it was found occasionally that the enterprise of one of the power company's salesmen had overstepped the bounds set up in their declaration of merchandising policies. When such an incident is brought to the attention of the commercial executives of the company, it is dealt with promptly and summarily. But in the space of a few months, when it became apparent that the word of the power company men could be depended upon, the dealers evidenced their appreciation of this good faith in a far more significant fashion.

FOR instance:

The management felt that the only way to reach the bottom of most of the dissatisfaction that the dealer might have—either with power company policies or his own selling problems—was to have one man who did nothing but travel the territory continually and sit down with the dealers in their own back offices. Meetings were all very well to announce policies and get the dealers together, but to get a more intimate picture of the dealer's problems there was only one approach—to have one man give his full time, energy and attention to those details.

They found the man,—Roy Whitehill—a man who since has become so close to the dealers and works so effectively in their interests that he has become their virtual champion in the settlement of any issue that arises. In addition—and this is where the element of true cooperation comes in—the dealers report to Whitehill the sale of every appliance they make. No greater indication could be found, perhaps, of their complete faith and high regard for the power company's treatment of their problems than is contained in this practice of reporting sales. All are given to Whitehill in confidence and all are kept in strict confidence. So well do the dealers know this that 98 per cent of them—and there are 277 in the territory—not only report all sales made, but set up their own quotas for the year. The power company makes no attempt to set quotas for dealers. They merely ask them what they expect to sell during the year: the number of refrigerators, washers, ranges, cleaners, radio sets and small appliances. When the dealer has given his estimate and it has been duly recorded in Whitehill's little black book, it is a simple matter to point out to the dealer, as the months go by, just where his volume has fallen off and just where his efforts will do the most good to catch up on a certain appliance.

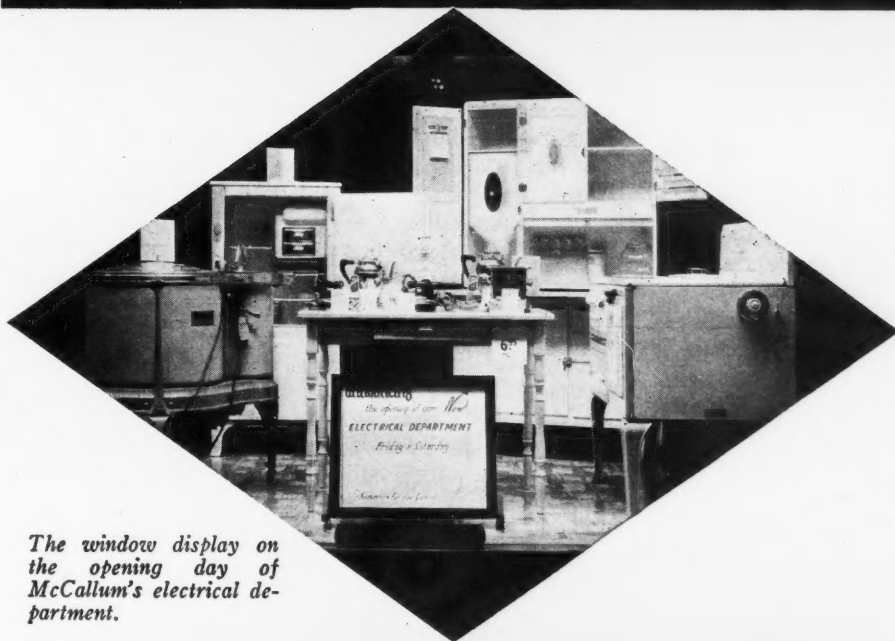
INCIDENTALLY, the power company, by knowing the exact volume of business done by all dealers in the territory, together, of course, with the sales of their own merchandising operation, are in a position to gauge the progress they make from year to year, the relative worth of promotional and advertising plans and the percentage of increase in dealer business as compared to their own operation.

Figures on sales in the territory covered by their properties in the southern New York State group were collected for the first time in 1931. The territory comprises

(Please turn to page 63)

Northampton JOINS

When the power company in Cal Coolidge's home town announced co-operative merchandising measures, McCallum's department store went into the electrical business.



The window display on the opening day of McCallum's electrical department.

The opening came at an appropriate time to tie in with a washer salesmen's contest just started by the Lighting Company for all electric washer dealers in Northampton.



FOLLOWING the adoption of co-operative dealer merchandising between the Northampton Electric Lighting Company of Northampton, Mass., and the Northampton Electric Dealers, the McCallum Department Store of Northampton has opened a new department. It is a completely equipped electrical appliance department featuring all types of electric and gas ranges, refrigeration, laundry equipment and a full line of the smaller appliances.

The department consists of about 3,600 square feet of floor space; in addition, two attractive model kitchens have been constructed, completely equipped with everything electrical and otherwise. The small appliances are displayed in beautiful wall show cabinets and also on tables about the floor space. The department will do all its own repair and service work.

In addition to the equipment of this department, sixteen outside salesmen are engaged for selling these appliances.

What This Business Needs

Is A Lively Line Of

YANKEE

By Frank

YOU don't have to be so very antiquated to remember that sign over the leading store of the old home town—"Dry Goods & Notions." What tacks and nails were to the hardware man, what salt and sugar were to the grocer, what cat meat and scrappel were to the butcher, Yankee notions were to the merchant who sold calico and silk on the yardage basis.

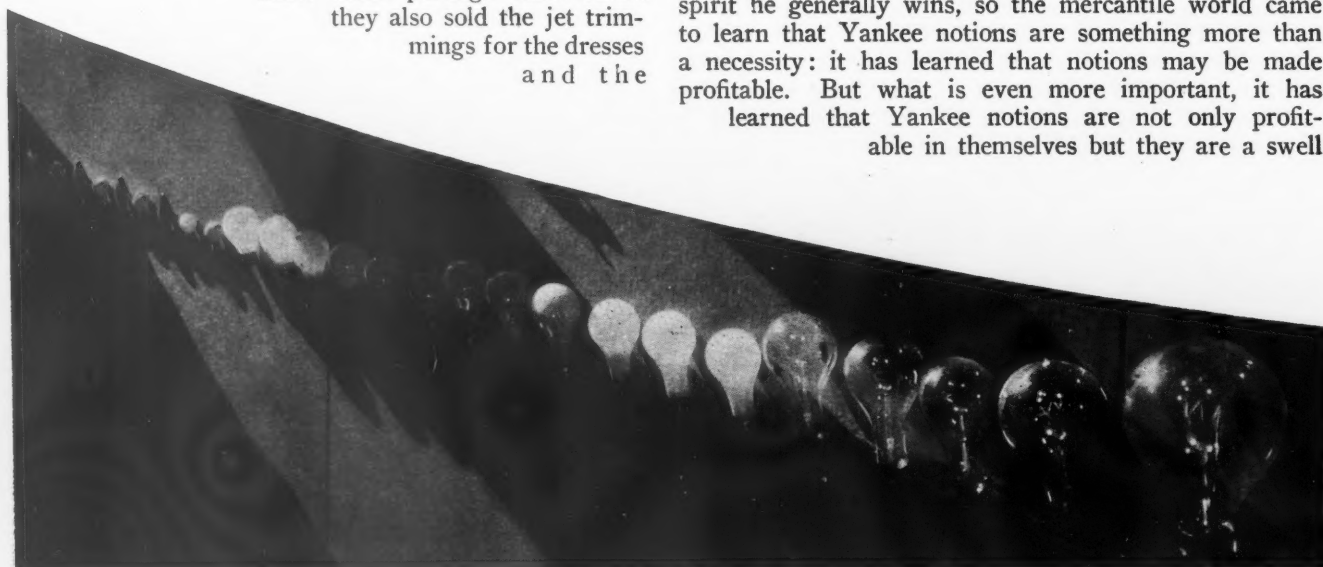
A sound merchandising idea supports the notion counter, which is this: to be permanently successful a merchant must handle the convenience items which his customers want to buy as well as the big profit items which he wants to sell. This has always been so, and I think it always will be. Dry goods merchants, in the days when my mother was buxom, would vastly have preferred to sell her nothing but yards of heavy silk for dresses, and perhaps also yards of

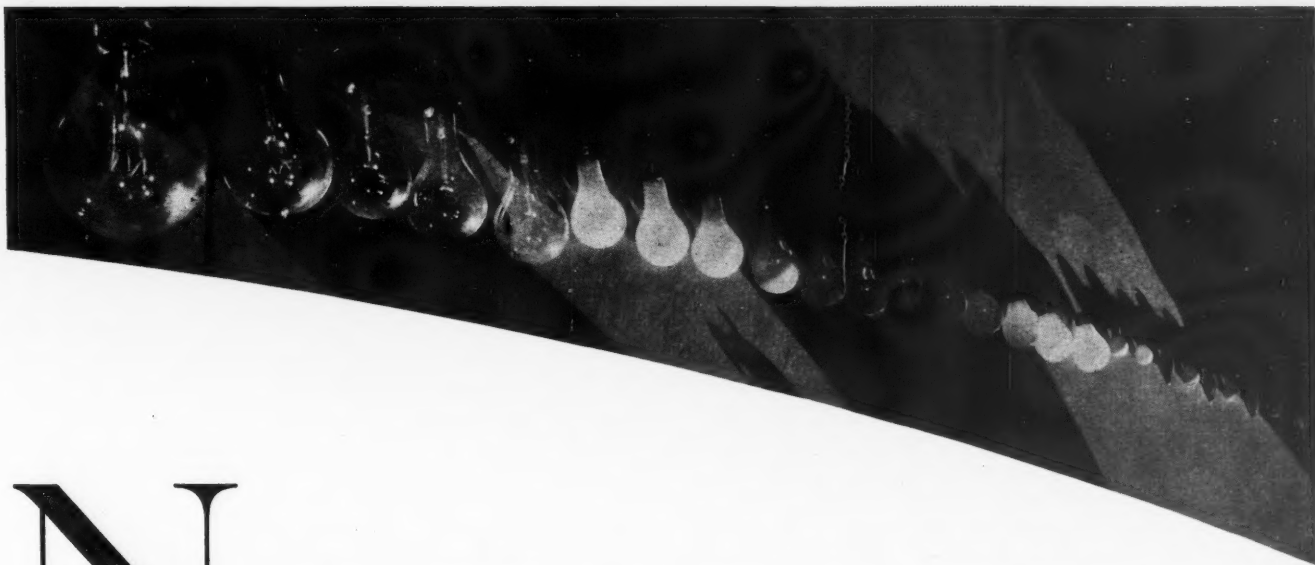
fuzzy flannel for the old man's winter night shirt, but they well know that they could not make those pardage sales unless they also sold the jet trimmings for the dresses and the

bone buttons for the night shirts. The notion department was a necessity.

And for a great many years, notion departments in department stores were an unprofitable necessity. Because women demanded yarn to darn and safety pins for diapers and hooks and eyes and things like that, the stores had to, and did, handle notions, but they were a pain in the neck to the merchandise manager and a red ink item on the balance sheet.

Not any more. Quite recently the general merchants decided they would make notions pay or crack a hame trying, and when a smart man goes at a job in that spirit he generally wins, so the mercantile world came to learn that Yankee notions are something more than a necessity: it has learned that notions may be made profitable. But what is even more important, it has learned that Yankee notions are not only profitable in themselves but they are a swell





N O T I O N S

B. Rae, Jr.

feeder for other departments of any business. They can be made a feeder in our business.

Since the days of the the Phoenicians, most mercantile profit has accrued from impulse buying. It was Mark Twain, I believe, who said that when a man goes into a haberdashery to buy himself a celluloid collar he generally comes out with two collars, a necktie and perhaps a pair of sox, but that when a woman goes in to buy a paper of pins she might need a truck to transport her purchases. Mark thought this was funny, but you and I who pay the wife's monthly bills know very well that it is no joke. Impulse buying accounts for the tough half of our outgo, but if you are a merchant it should also account for the juicy half of your income. The problem is, how are you going to foster impulse buying?

One answer is Yankee notions.

* * * *

IT TOOK the depression to give this industry a hint of the value of electrified Yankee notions—small items which folk need and will come into your store to buy, as contrasted with major items which they don't need right now and which you have to go out and sell. Of these notion items, lamps are quite obviously the most important.

It was recently this writer's job to read and digest some hundreds of reports of an incandescent lamp "activity." An "activity" I learned, is what happens when a manufacturer gets a merchant so dizzily hopped about some appliance or other that he forgets home and mother to whoop up sales on that particular item.

Personally, I cast a jaundiced eye on such "activities." I have always had the feeling that no one worthy of the honorable appellation of merchant should require to be drugged, jagged or hypnotized into doing what it is his routine business to do. I say, if it is your business to sell lamps, why, then, lamps are something you should sell, and you should not require a shot of hooch under your belt before you start doing it. Maybe I'm wrong. I frequently am.

But anyway, this lamp "activity" that I'm telling about brought out some very interesting facts and experiences. First, let's set down the facts: of the twenty-seven most popular electrical appliances listed on the industry's sales statistics, only three showed increases in 1931 over 1930. These were clocks, an appealing novelty offered at prices you could pay out of your pocket; refrigerators, which were campaigned with an intensity of man power and advertising never before dreamed of in this industry, and lamps, the good, old Yankee notion around which our whole business has been built—the item which accounts for 65 per cent of the almost two billion dollars of revenue collected by the electric utilities.

Residential lamp sales in 1931 bulked 127,000,000 units of a retail value of \$27,000,000. That is not so much money when stacked up alongside the \$216,000,000 that was put on the line for refrigerators but these lamp sales were mostly over the counter and they represented at least 25,000,000 personal calls by customers to lamp agents' store. In other words, the people who came into the store for lamps exposed themselves to the jeopardy of impulse buying. They entered the store, they opened their pocktbooks, they looked around. Did they see and buy other merchandise while thus engaged in the purchase of the industry's chief Yinkee notion? Let us ask some of the dealers.

"Our lamp activity attracted many customers into our store, resulting in the sales of appliances and wiring also," says the Davenport Electric Contract Company.

"Our lamp activity brought us a lot of new business which we will retain," is on the report sheet of Roper-Harris & Dunn Company, Greenville, Texas. My friend Herb Vierck, of Rockford, puts it this way: "It isn't what lamp buyers spend for lamps alone, it's what they spend for other merchandise that counts with us." From these and dozens of other similar expressions which I read in the course of my examination of this lamp activity, I am pretty well convinced that those who are using electrified notions as feeders for more important items are getting results thereby.

Take the case of Arthur G. Porter of Minneapolis, a contractor. He scored a little matter of 600 per cent increase in lamp sales during the three autumn months of 1931 over the same months of 1930—from \$621.33 in 1930 to \$3507.46 in 1931—but that gain was simply in his "notion counter" business. His real advantage was reaped in other departments. While most of us were bogged down in the depression, Porter and his gang added a little matter of 277,300 watts to some 33 customers' lighting loads, and in so doing he sold floodlights, rewiring, panelboards, glassware and all the what-have-you's that go into jobs of this sort. Of course you may not be interested in contracting but you *should* be interested in the fact that at a time when a very hefty per cent of the country's electrical contractors were folding up and fading out of the business, this chap Porter used a Yankee notion to keep going and make money.

This is not an isolated case. Two other contractors, forced to lay off their help, suggested to the boys that instead of sitting at home waiting for one of Mr. Hoover's silk-socked commissions to end the depression, they might get some healthful exercise by going out and peddling lamps. Result, a 300 per cent increase in lamp business for both of these contractors—which of course might have been expected—but what was far more important, these men sold enough odd jobs of contracting to put them back on the payroll. Just another case of where the Yankee notions boosted the sale of piece goods.

Of course I could keep this going all night because the thousand and more reports I read made a pile of evidence two feet deep. But here is a mighty significant fact: the writers of these reports were not bragging, they were simply thankful. To go back to my friend, Herb Vierck, again: Herb sold sixty-one oil-burner outfits in 1930 and in 1931 he sold only eight. That is a pretty swift ride on the toboggan, as I think anyone will admit. But somewhere, somehow, he picked up the notion-counter idea, with the result that his lamp sales not only neutralized about a quarter of this sickening oil-burner slump but brought into his store hundreds of people who'd never been in before and whose impulse purchases probably equaled in profit-value the sale of an oil burner a month.

* * * *

WHAT this industry needs is a larger and livelier line of Yankee notions. Not lamps alone. Lamps are the notion leader because they are the basic needed appliance. But there are a lot of other electrical notion items which can, with little mental or other effort, be utilized as cash-register feeders.

As an industry we have let ourselves get a bit dizzy on the specialty idea. A few years ago we embraced the vacuum cleaner because it promised us a \$15.00 margin per unit—then we jumped to the washer because

it promised \$40.00 per unit—then we swarmed into refrigeration because it promised anywhere from \$60.00 to \$100.00 per unit. In each case we had to go out and sell: we overlooked the advantage of having people come in to buy.

Yankee notions bring people into the store. When they come in they are exposed to the lure of other merchandise besides that for which they came. They are exposed to the temptations of impulse buying. Most important of all, their entry "breaks the ice" so it is easier to get them into the store again. And when their pocketbooks are open, when they are actual customers instead of being mere passers-by or possible prospects, something is sure to happen to the cash register.

I THINK that where the electrical trade has fumbled the Yankee notion is in not having explained many of the minor items which folk might quickly buy if they knew what the gadgets were designed for and how convenient they are. For example, it appears to me that about one family in three would like to have a night light. Kidneys being what they are it quite frequently becomes necessary for many folk to make safari in the still watches of the night toward the bath room. Turning on a bright light in such circumstances is like taking a swift biff between the eyes, yet one must do so or risk the shin bones against forgotten furniture. I have an idea that night lights—either five-watt Mazdas with an adapter or one of those baby Neon bulbs would sell in volume if displayed with proper explanatory signs.

We could easily double the sale of fuses, so I firmly believe, if they were displayed and explained as electrical safety valves. Pennies, light cord, wire nails and other make-shifts remain in service not because of public carelessness or malice but chiefly because it is too much bother to buy fuses.

A store which would strip the ends of lamp cord sold by the foot would make a hit with most amateur wiremen—small flat-irons advertised as for pressing ties would intrigue most women—cord sets are needed in every home—so are extension outlets. Bulb reflectors are perhaps not "wanted merchandise" at this time because not one person in a thousand knows about them, but they'd sell if shown and explained—refrigerator dishes and trick ice pans are electrical notions—illuminated house numbers and name plates—residence time switches—flash-lights, of course—lamp guards—anti-vibration floor cups—all sort of taps, sockets and adapters—the list is really astonishing when one begins to dig into the subject.

Of course you'll say that electric stores, hardware stores and chains carry all these items. That's the trouble—they "carry" them. They don't display them, don't explain them, don't *sell* them. Maybe what we need is a Yankee notion "activity"—some sort of small wares whoopee such as the lamp men conducted.

But I am offering no plan—merely the idea. As result of concentrating on so insignificant a Yankee notion as lamps, one agent out west drew 12,000 people to his store in a month, another pulled 8,000 in off the sidewalk in a similar time, Vierck attracted 60 a day for weeks and weeks. The sales of lamps in these hundreds of cases appears to have been well worth the effort, but the real value of the activity came from impulse buying. "It isn't what lamp buyers spend for lamps alone it's what they spend for other merchandise that counts with us."

That's what makes Yankee notions profitable.



Richardson Wayland's new building is in the modern manner—in combinations of limestone and granite. The bronze brackets on either side of the store front furnish both general lighting and flood lighting.



The first floor showroom in the new Richardson-Wayland building is a sales room for major appliances—washers, cleaners, sun lamps, radios, ranges and refrigerators. Below, the lighting fixture studio on the second floor of the new building.

After 20 Years

Richardson
—Wayland
• Roanoke Dealers

Show Their Confidence
in the
Electrical Business
by Building

A NEW STORE



WHEN the Richardson-Wayland Electrical Corporation, Roanoke, Virginia, held the formal opening of their new home recently, approximately 3,000 people visited the building in one day. Originally incorporated in 1913, the organization had begun business two years before under the name of Beck-Crouch Electric Company, located in a tiny room. From an organization of two or three people, they now number 75 employees and have been responsible for some of the major electrical installations in the South.

At present Mr. J. M. Richardson, is president and general manager, J. E. Wayland, vice-president, A. D. Miller, secretary-treasurer, and O. F. Carmack, superintendent. Richardson-Wayland operate Station WDBJ Roanoke, from which they broadcast their formal opening invitation. They are authorized G. E. Home Appliance Dealers.

The Coming ROOM

By
T. F. Blackburn



TEA ROOMS

Seiler's Restaurant, Wellesley Hills, Mass., is typical of small establishments that have found the room cooler a stimulus to business. (Pictures courtesy Cope-land Products, Inc.)



SICK ROOM

Two Chicago hospitals, St. Lukes and the Presbyterian, are experimenting with room coolers, have already found that cool, dry air helps patients recover



OFFICES

Many prominent business executives have already installed room coolers, and find they can work in comfort during the summer months. (Pictures courtesy Frigidaire Corp.)



ROOM COOLER

Although only experimental installations are being made at present, the General Electric Company are preparing to launch their new room cooler for the summer market.

"NOW," said Eddie Cantor, the comedian, one hot day at the close of a luncheon address, "you gentlemen may return to the places where you used to do business."

That phrase—where you used to do business—is a shoe that fits any firm in torrid weather. Who has not seen a deserted sales floor and a languid office force when a hot spell struck town? Nothing to do but wait for things to pick up. Pretty expensive waiting, too.

Coming, plunkety plunk to the rescue, like a hero in a melodrama, is the room cooler.

Sired by the electric fan, mothered by the electric refrigerator, the room cooler isn't an absolute stranger in our midst. The big movie theaters have had iced air for quite a few summers, and couldn't fill their seats without it. Commonwealth Edison, Kansas City Power & Light, R. H. Macy provide cool air for shoppers.

This device—the room cooler—had its inception commercially only last summer. Resembling a radio cabinet in many ways, they are very nearly self contained articles of merchandise. Tests in offices and stores where they have been installed and used successfully show that they will reduce the temperature anywhere from 10 to 15 degrees by the simple process of de-humidification. The compressors—there are usually three or four of them, depending on the size of the installation and the number of cabinets in use—are usually installed in the basement and connected by pipe-lines to the device itself, which takes up little room. The mechanics of the cooler are relatively simple, consisting merely of a set of cooling coils from which the air is blown by means of a fan. As the humidity in the air, by a physical law, is drawn to

COOLER

Commercially Ready

this junior member of the great new air conditioning group should prove one of the real money-makers among major electrical devices



FUR SHOP

A Chicago furrier found that women would not try on furs in warm weather. A room cooler has changed all that.

the coldest spot in the room, so the moisture of the air is automatically condensed when it comes in contact with the coils of the cooler. Provision is made for draining off the water as it condenses. In other words, the device provides for the removal of the excess humidity found generally throughout the entire summer.

It is not difficult to imagine, for instance, those executives of large companies confined to their offices through-

out the humid days of the summer, to whom the investment of anywhere from \$700 to \$1000 would appear reasonable when the rewards of added efficiency and greater personal comfort are considered.

Arthus Reynolds, for instance of the Continental Illinois Bank has two, and Charles R. Walgreen, head of the drug store chain, has one. There are only a few in use altogether, about eight in Chicago, one in Cincinnati, and a few elsewhere in large cities.

The first sales have been the result of outspoken demand. For instance, Mr. Walgreen doesn't like warm weather. His sunny, south fronted Chicago office is too warm, so he investigated to see if something couldn't be done. Today in a corner stands an unobtrusive cabinet, much like a radio. Not a whisper emerges from it, yet the office is 10 to 15 degrees cooler than elsewhere in the shade. The air is dry and crisp. Mr. Walgreen can work with pleasure.

It is predicted that the most ready buyers of room coolers will be men who want to work efficiently and comfortably. All high salaried executives are prospects for one or more of them. ("A fat man can't resist one," whispered an official who declined to be quoted).

Next is the market of hay fever sufferers and former sunstroke victims. With a room cooler the windows are kept closed, and no sneeze provoking pollen can float in. If desired, a precooler may be had to wash the air. Plenty of oxygen comes through opening doors, it has been found. The result is relief to the hay fever victim. The benefit the sunstroke patient derives needs no explanation.

Naturally there is an army of prospects for room coolers who are much more interested in the effects on customers than on themselves. A butcher's needs are self apparent. One Chicago furrier knew that women would not try on fur garments on warm days. He installed a room cooler and the hot spell was broken so far as his business was concerned. A dress shop discovered that warm weather in its fitting room meant that far more frocks were soiled than warranted, and too few tried on. A room cooler, however, brought a cool, dry atmosphere into the shop and the business has picked up with the same briskness as in the early spring and fall months. It was a paying investment. You can carry the same story into shoe stores, undertaking establishments, and a dozen other types of houses.

Restaurants, at first blush seem most logical customers, but L. S. Ritter of the Stover Company, Chicago, says no. With so much hot food and an inrush of large numbers of people, the capacity of the small unit cooler is taxed. This is not gainsaying the success of a battery in the Seville Tavern, Dayton. The North American Cafeteria, Chicago has won huge success with a large plant, and Swift & Company has had air conditioning in its restaurants for years.

The Anselmo Spaghetti House, 259 West 42nd Street, New York City is a modern, well equipped restaurant catering to a high class clientele. When the extremely warm weather of last summer descended on Manhattan

Island they experienced a terrific drop in business along with the rest of the trade. People just won't eat heartily when they are unbearably hot and the restaurant owners' investment in attractive surroundings, good food protected by modern electric refrigeration and excellently prepared and served, counts for nothing in times like these.

Manufactured weather was already known to the public in theaters, factories, office buildings and other large scale installations, although its use in small units for shop, restaurant and home was still comparatively unknown, when Mr. Anselmo decided to invest in comfort for his customers.

Electric room cooling equipment (Copeland) was purchased by Mr. Anselmo the latter part of August. The restaurant has a 25 foot front by 80 feet deep with a ceiling 10 feet high.

Four condensing units equipped with 1½ hp. motors and four cooling units were used to reduce the temperature of the restaurant 10 degrees below street temperatures. Since the room coolers were installed Mr. Anselmo has saved about 5 hp. in current consumption due to the elimination of 36 electric fans and two blower fans which were operated previously. Dehumidification is at a rate of ½ gallon to 1 gallon per hour per unit depending upon the relative humidity.

Two Chicago hospitals, St. Luke's and Presbyterian, are engaged in a unique experiment with room coolers. Doctors want to know if cool, dry air will help patients recover more quickly. Two private rooms have been equipped, and charts are being kept on the effect. The comfort of room coolers are making all hospitals prospects for them.

The companies that have made the greatest strikes in so far as perfecting the product commercially is concerned, are Copeland Products, Inc., Mt. Clemens, Michigan, and Frigidaire Corporation, Dayton, Ohio. The General Electric Company has a room cooling device, but at the time of writing are making an experimental installation. The Copeland device has been designed for one primary function—that of cooling.

The Frigidaire air conditioning unit, on the other hand, performs both the functions of de-humidifying and cooling in the summer time, and of heating and supplying humidity in the air in the winter time. It has been designed to replace the usual fin type radiator found in offices, homes and commercial establishments.

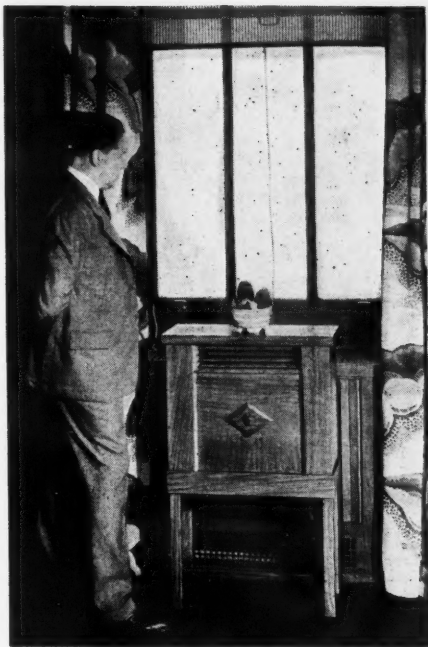
The activity of the Kelvinator Corporation in the room-cooling business has, to date, been confined to manufacturing a compressor for use with the atmospheric cabinet developed by Carrier-Lyle Corporation, Newark, N. J.



This portable ChilAire unit is a room cooler with a capacity of about 225 lb. of ice, sufficient for about 8 hrs. An ozonator is optional equipment. Retails for \$245. ChilAire Corporation, Kansas City.

..... *And in*
These Portable Air Conditioning

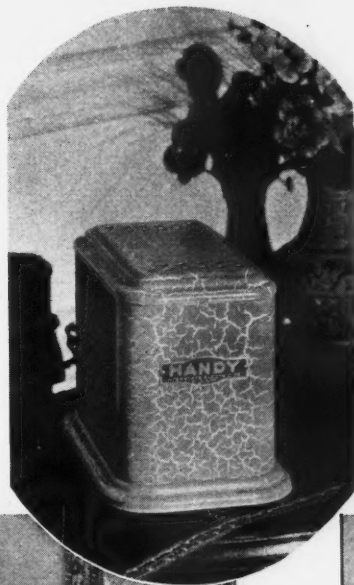
BELOW. No dust, dirt, soot or noise enters the room equipped with the Mountaineer silencing ventilator, a portable unit in a decorative cabinet. It is a product of the Mountaineer Division, Burgess Battery Company, New York and Chicago.



BELOW. This DeLuxe Aquazone portable cooler and air conditioner of the Corozone Company, Cleveland, Ohio, cools, washes and revitalizes 800 cu.ft. of air per minute. It is enclosed in an attractive cabinet. The A.C. model retails for \$98.50 and the D. C., \$122.50, with the Corozone device included



ABOVE. With the Airgard unit pictured, the flow of filtered air may be varied from 62 to 200 cu.ft. per minute, by the turn of a dial. Retails for \$79.50 and is made by the Airgard Ventilating Corporation, New York City.



LEFT. Invigorating mountain air is brought into the room by the Handy Ozonator of the Interstate Electric Company, St. Louis. Retails for \$18. The Ozonator does not draw upon outside air but makes its own pure air within the room.

BELOW. Maxim-Campbell air filter unit which shuts out noise and filters and circulates the air. Retails for \$85 and is a product of the Campbell Metal Window Corporation, Pershing Square Building, New York City.



ADDITION

Devices Which Are Merchandise For Summer Promotion

The COOKER *Leads the Way*

ANY one who has ever watched a home-service demonstration of the electric cooker knows how popular this appliance is with women. The wide versatility of the small cooker and its convenience of use have made it one of the most popular of the smaller heating appliances. The cooker is usually the housewife's first introduction to the pleasant convenience of electric cookery and it is but a short step from the cooker to the range. The customer who is enthusiastic about the cooker soon becomes eager for the wider applications of electric cookery and another range customer is added to the lines. In fact, many of the new ranges are now equipped with a cooker unit, so that the new range customer may have her range and a cooker as well.

A shining example of the efficacy of the cooker as a trail-blazer for the electric range is the record of sales of these two appliances made by the Fulton Light, Heat and Power Company, a Niagara-Hudson property. Alice M. Dryer, Home Service Director of the Fulton Company, makes this interesting observation on the cooker-range situation:

"GOING over our list of range users, it is interesting to note how many were cooker users. When I made a cooker sale, I took the name and address of the user. (Many people were so delighted with their cookers that they bought as many as seven and eight as gifts for their friends. I also try, if possible, to get the name and address of the friend, so that the record may be complete. It is also useful for future sales.)

"It is interesting to find, in checking over our range sales, from the years 1925 to 1930, that 92 per cent of our range users were electric cooker users previous to owning a range. We also feel that many electric refrigerator sales have been brought about by the customer's admiration for her electric cooker.

"In my five years' association with the Fulton Company, I have sold approximately 500 cookers. Of all



the small appliances I have sold, I believe these electric cookers have built more goodwill, friendships and clientele than any other. It is so valuable a small appliance that its sale should not be overlooked.

"To date we find that 11½ per cent of our cooker users have purchased electric ranges. We have 526 users to date. Of course, there were some I missed in our early sales before I conceived the idea of keeping names."

There is little need to point out the load-building feature of the electric cooker. Replies to a questionnaire sent to utilities included some of the following statements on the number of cookers sold and the kilowatt-hour returns of these cookers:

"1,125 cookers sold; estimate 75 kw.-hr. per cooker. Cookers help educate customers in electric cookery." "We have sold 6,000 cookers in four years; an estimated annual load of 40 kw.-hr. per cooker added. Cookers are a good item for power companies to sell." "15,000 cookers sold; yearly consumption estimated at \$5 to \$8 per cooker, depending whether household has electric range." "Have sold over 3,000 cookers; 30 to 50 kw.-hr. added per customer per year." "Approximately 1950 cookers sold, 108 kw.-hr. connected." "5,000 cookers sold;



By
**Florence R.
Clauss**

most appealed to women, the Swartzbaugh Manufacturing Company made a survey among cooker customers in the New York area. It was found that 60 per cent of the replies stated that the cooker was used daily; 15 per cent said that the cooker was used from three to five times a week; others replying to the questionnaire gave a variety of answers. Of 650 letters sent out, 350 replies were received, these replies showing better than 95 per cent enthusiastic satisfaction. Users reported that they liked the cooker for the following reasons:

1. Because it cooks without watching
2. Provides tastier food
3. Keeps the kitchen cooler
4. Because of excellent results in meat cookery

The first feature was mentioned twice as often as any of the others and No. 2 and No. 3 shared second place equally.

There are few appliances, aside from the range, which lend themselves as readily to home-service programs as the cooker. Home service women and merchandise men, too, know that the most

added load 2,500 kw." "Sold about 15,000 cookers; no estimate of annual load."

During a four-year activity, the Central Arizona Light & Power Company sold 6,000 cookers. In the fifth campaign year, the Company sold 2,000 additional cookers, bringing the total number of cookers on the lines to 8,000.

One of the first outstanding campaign jobs on the electric cooker was put on by H. H. Courtright of the Valley Electrical Supply Company in 1925. In March, 1931, there were 15,000 cookers on the lines of the San Joaquin Power & Light Company, and this number has since been increased through 1931 sales activities.

The Toledo Edison Company, during 1929 and 1930, put 4,000 cookers on its lines. Since that time the Company has continued to sell cookers and is now concentrating on the electric range. Union Power & Light Company, St. Louis, reports C. E. Michel, sales manager, sold 2,500 cookers the first eighteen months and with last year's activity, the number has been increased to approximately 4,500.

To find out to what extent cookers were actually used in the home and to ascertain what features of the cooker

popular of all home service programs are those devoted to cookery. Just a glance at the returns of the Brooklyn Edison questionnaire discussed on pages 56 and 57 of this issue, will give an idea of the interest in cookery as compared with other housekeeping processes like laundering and cleaning.

In the metropolitan New York area, and in fact, all over the country, the cooker has been actively campaigned and therefore prominently featured in home-service programs. Women customers have responded enthusiastically to these cooker programs and have taken part in them to the extent of demonstrating in the cooker, on the home-service platform, some of their favorite recipes and to take part in cooking contests of pies, cakes and biscuits baked in the electric cooker.

That it is a year-round appliance, that can be featured for cold-weather cooking of soups, stews and roasts, as well as for summer-time "oven-cooked" meals, is one of the reasons for the cooker's popularity with the purchaser and with home-service women. Because of the versatility of the little cooker, it can be used as the basis for practically any type of cooking demonstration during any season of the year.

In the Dealers

FIRST A LITTLE STORY

ONCE Upon a Time there was a Chap by the name of Sam Scroggins who was the Manager of an Electric Light Company in a Small Town. He was a Very Good Egg in his Way and did a Swell Job selling Juice and Electrical Gadgets to the people. There were some other Good Eggs in the same Town also trying to sell Gadgets.

One day a Man came in to see Sam. He wanted to make a Speech at a Luncheon to tell all the dealers and distributors how to Sell More Ice-boxes.

Now Sam was nobody's Damfool. Some Politicians had been writing Pieces to the Paper about his Right to sell Gadgets in competition with the other Good Eggs. And when they were mentioned, Sam was Liable to have a Fit of the Jitters.

"I don't see why you have to make any Speeches," he said. "The Dealers in my Town are all Happy and Prosperous and what is more they know how to Sell these Refrigerators. They don't need Quotas and Things even if you are going to sell a Million Boxes this Year. Anyway, let me hear your Speech first. Then I will be sure you will not say anything to Mar the Beautiful Harmony of our Relations."

So the Man got a Glass of Water, took off his collar to give his Adam's Apple wiggling room and gave the Speech. It was full of a lot of Swell Facts, Hard Sense and not a little Ungarnished Hooey. But it was Calculated to fill the Dealers with so much Pep and Prune-Juice that they would go out and Sell an Electric Refrigerator to the local Ice-man.

Sam was perspiring when the Man got through and he allowed that there was nothing in the Speech which would Sever the Bonds of Brotherly Friendship between him and the Dealers. Then the Man said "Say, isn't Hank Dingleberry one of your Dealers, Sam? I used to know him in School."

"Hank?" said Sam, "I should say he is and he is my Best Friend, besides. Why Hank and I eat out of the same soup-bowl. He is a Great Feller."

So the Man called all the Dealers and Distributors in, got himself another Glass of Water and began his Speech. He had Worked Up a little Sweat in Sam's office and the Way he juggled his Vocal Cords at the Luncheon Meeting would have made Daniel Webster look like a tongue-tied Republican Presidential Candidate demanding low tariffs and the Repeal of the 18th Amendment. But it went over Big. And at the end of the Feed the dealers and Distributors decided unanimously to form

a Refrigeration Bureau, do a lot of Advertising and make the people of the Town so Electric Refrigerator conscious that anyone not Owning one would not have the Social Standing of a Federal Prohibition Agent.

Even Sam was Impressed.

Just as the Man was leaving after having been given a Big Hand, a fellow Stepped Up to him:

"My name is Dingleberry," he said. "Hank Dingleberry! Ain't you Lem Applegate that used to Play Hookey back in Topeka, Kansas?"

The Man agreed he was Lem Applegate, all right. So they Fell on each others Necks, and said How is the Old Horse Thief.

"Well, come on over to My Place" Hank said "and Dip your Nose in something more than a Glass of Water. We got to have a little talk."

"It's nice you and Sam over at the Light Company being such Good Friends," said Lem after he had taken his Shoes off and had his Third Drink.

"Friends?" said Hank. "With that Guy? Say, are you Crazy?"

"NO" SAYD Lem, "But he was telling me about how Swell it was that you and the Rest and the Dealers in this Town get along. About the Harmony and Cooperation and Brotherly Love. He said you and he used the Same Toothbrush."

"Well, I'll be Damned," said Hank. "Why that muffin-face is about as Cooperative as a rattlesnake in a chicken coop. If we are Eating Regular, it isn't because Sam is helping to pass out the Beans and Gravy, but despite him. There isn't a Dealer around Town who wouldnt like to Tar and Feather him and ride him on a Rail. Sam is probably All Right himself, but all the Cooperation in this town is something that exists in his own mind. He doesn't know what his own Salesmen do, because he never pokes his head out of his office to find out. That meeting today was the First Time he got an Earful of what his Gang can do to help the rest of us sell more of these here Gadgets. Sam is really All Right underneath his Executive Weskit but he has been Reading in the Papers about Senator Norris and a Law they passed out in Kansas where Drinking is still a Crime, too. For that Matter, we could use a Law here. But Sam is like the Ostrich. He thinks if he Stays in his Office that nobody can hit him with A Ripe Tomato.



DR. GEORGE ALLISON
Field Representative
Electric Refrigeration Bureau



GEORGE N. BROWN
Executive Manager
Electric Refrigeration Bureau



JAMES E. DAVIDSON
President, Nebraska Power Company
National Director
Electric Refrigeration Bureau

Favor

The accomplishments of the Electric Refrigeration Bureau, N. E. L. A. distinguish it as one of the greatest mediums for live industry cooperation ever organized. A fable and some facts



What other business can point to a situation where the largest competitor in the field spends most of the money to get the business, does the smallest share—and is thoroughly satisfied?

ST. LOUIS

Number of meters	230,000
Sales, 1931—in units	24,144
Central Station sold 7.8% or	1,896
Local Refrig. Budget, 1931	\$24,417
Amount contributed by:	
Dealers and Distributors	9,050
Central Station	15,367
Number of dealers cooperating	160

BOSTON

Number of meters	300,000
Sales, 1931—in units	17,850
Central Station sold 11% in units	1,963
Number of dealers cooperating	40-50

PHILADELPHIA

Number of meters	510,000
Sales, 1931—in units	30,010
Central Station sold 9.2% in units	2,761
Local Refrig. budget, 1931	\$40,600
Amount contributed by:	
Dealers and Distributors	15,600
Central Station	25,000

KANSAS CITY

Number of meters	108,000
Sales, 1931—in units	9,485
Central Station sold 5% in units	474
Advertising budget	\$12,000
Number of dealers cooperating	15

"But when the Meetin' was over," Lem said, "Sam said you could form a Bureau and that his Company would put up the Dough."

"Sure," said Hank. "It was the First Time he met the Boys face to face and found they wasn't all Packin' Guns. Judgin' from the Results other Burgs have had, Sam is due for his First Big Surprise. We'll sell a Flock of these Refrigerators this year and that Ain't going to Hurt the Consumption of Sam's Juice. But the best thing about this Bureau is that Sam will

probably Find Out that we are More Interested in Making Money than we are in Putting Arsenic in his Coffee."

THIS little fable is not so old. It is a true account of one of hundreds of such instances which happened during the steady march forward of what is perhaps the greatest REAL cooperative movement that has taken place in the electrical merchandise business.

It is a story, in short, of the Electric Refrigeration Bureau.

The Bureau to most of us at present is no longer news. Formed as a subsidiary of the Commercial Section N.E.L.A., we know that it has been in operation for something more than a year, that its primary purpose was to effect the sale of 1,000,000 electric refrigerators in a year through intense organization and actual co-operation within the industry.

We know that "Jim" Davidson, President of the Nebraska Power Company, as Chairman of the Bureau, has been its guiding and organizing spirit. We know that regional and state directors were appointed, that meetings were held and are being held, and that local bureaus have been formed in a large proportion of the states and towns of the country. We know that states have been given quotas and that the quotas have in turn been broken down by the states for their respective localities.

Finally, we know that at the end of the year 1931 some 965,000 electric refrigerators had been sold, an increase of some 115,000 over the year before and a virtual realization of the quota set up.

What we do not know and what is perhaps not generally recognized is the fact that out of this vast work of organization has come quietly and almost unexpectedly *the most practical, the most logical, and above all the most effective measures of true cooperative merchandising the industry has yet seen.*

All the arguments, and controversies that have raged about the question of the rights and the desirability of the power companies to engage in selling merchandise evaporate like fog before a high wind in the face of a calm impartial study of the figures which the Refrigeration Bureau have gathered.

FROM four major cities in the United States—Philadelphia, Boston, St. Louis and Kansas City—have been gathered figures on the sales and advertising expenditures in connection with the promotion of electric refrigeration in those localities which gives us in black and white an accurate picture of just what has taken place.

We know now, for instance, that in St. Louis, home of the Union Electric Light & Power Company, an Electric Refrigeration Bureau was formed under the guidance of C. E. Michel, veteran sales manager of the power company, and actively directed by A. E. Schanuel. A budget for the activity was agreed upon in meeting with about 160 cooperating dealers and distributors. It amounted to \$24,417.00 of which sum the central station assumed \$15,367.00 and the participating dealers \$9,050.00.

St. Louis' sales quota for 1931, like all other sections of the country, was five per cent of the total domestic meters. That figure would have increased their sales substantially over the year previous. Actually, at the end of the year, it was discovered that St. Louis had done one of the most aggressive selling jobs of any section of the country and had accounted for the sale of more than 10 per cent of its 230,000 residential customers, or 24,144 refrigerators.

The significant fact, however, which emerges from the contemplation of this selling feat is that of the 24,144 units sold in the entire territory, the power company only accounted for 1,896 of the total, or slightly less than 8 per cent. While bearing the major burden of the advertising, organizing and promotional expense in connection with the Bureau campaign, their own sales ac-

count for only a small fraction of the total business obtained.

In other words, the Electric Refrigeration Bureau, in so far as St. Louis is concerned, has not only been the most effective business getting medium yet employed in the industry, but has been one of the first measures, from the standpoint of results, that has brought the entire industry together in a concerted commercial activity. It is our old friend Cooperation again—except that idealistic speeches have been replaced with a definite program in which every participant could see some concrete advantage in getting on the wagon.

Let's jump to Philadelphia and see what happened:

THE refrigeration activity, under the guidance of the Electrical Association of Philadelphia, set up a budget of \$40,600.00 to bring the story of electric refrigeration before the housewives of 510,000 wired homes on the lines of the Philadelphia Electric Company. Of this sum, the dealers and distributors in the territory contributed \$15,600 and the central station put up \$25,000. When the sales of 1931 had all been carefully checked, it was found that Philadelphia, too, had gone well over their quota, selling 30,010 refrigerators in the territory. Of this number, the power company accounted for 2,761 units, or 9.2 per cent.

Here again, the central station assumed the major burden of organization and finance and yet their own participation in the actual selling netted a little more than 9 per cent of the entire business written.

Similar situations existed in Boston, Mass., and Kansas City, Mo. In the former, according to Richard Lincoln, superintendent of appliance sales for the Edison Electric Illuminating Company, an estimated total of 17,850 refrigerators were sold in 1931 throughout the entire Edison territory which comprises some 300,000 residential customers. Of this amount the central station sold 11 per cent and the remainder of the business went to 40 or 50 cooperating dealers. Here, it was not possible to ascertain the amount spent in advertising and promotion by the power company and the dealers.

In Kansas City, C. F. Farley, vice-president of the Kansas City Power & Light Company, with 108,000 domestic customers, reports that 9,485 refrigerators were sold in his territory by all outlets—chiefly by fifteen active, cooperating dealers. The central station only accounted for five per cent of the total sales through their own sales activities, yet they assumed the lion's share of the advertising expenditure—\$12,000—to open up this market to the industry within the territory.

To some of us, familiar with the facts concerning the usual percentage of business done by the power companies in relation to the rest of the industry, these figures come as no surprise. We have long pointed out that their primary function in the appliance merchandising business was the employment of their superior resources in opening up their local markets to all electrical outlets. The trouble in many cases has been to find the medium, the organization or the wherewithal to make these policies most effective.

And there the Electric Refrigeration Bureau has done its greatest work. It has proven that when a cooperative measure is set up it will be most likely to succeed when it is organized on a direct basis of actual return in business to the participants. That is only natural and that is what the Refrigeration Bureau has admirably accomplished.



Telephone Sets

*Another Answer
to that*

PROFITABLE
SIDE LINE

Problem

THE electrical dealer has been known from time to time to make a loud squawk for new devices with a popular appeal to supplement his efforts with his regular bread-winning appliances.

At times, however, he has been noticeably backward in recognizing the possibilities of devices he already has in his stock and which he feels for some obscure reason there is no demand for.

An interesting instance is provided in the battery operated telephone set for indoor intercommunication. The possibilities in selling these telephone sets both for practical installations and for an ideal toy for the mechanical minded kids has been overlooked. One set manufactured by a company who have had a reputation for many years for manufacturing fine signalling apparatus and other practical communicating devices had a telephone set on the market priced from between \$15 and \$20 per set. No great demand existed for the item on this basis.

However, the company took the matter in hand and after redesigning, cutting costs, dressing the set up in a modern attractive and colorful package which come to the dealer with window cards all ready for display that were built to sell at \$7.50 a set, retail, which provided a good margin for the dealer.

These sets were first offered to the trade, but dealers generally failed to recognize any inherent possibilities in the sale of the device and little business was done. De-

spite the fact that it was a toy and at the same time was a practical device for communicating within a building, that it required no skill or experience to install and that it was priced favorably had little effect on their response.

The company, however, immediately went to the department stores, hardware stores and drug stores, who were not so far backward in recognizing its possibilities. The result has been that in the past six months more of these intercommunicating telephone sets have been sold than had formerly been disposed of in the past six years. The Christmas demand alone for the item kept the company busy trying to keep up their orders, while the practical uses to which the sets have been put are building a steady business. One wholesale warehouse, for instance, installed a complete system of these telephones throughout the building linking all their departments. Apartment houses have installed them for use from apartment to service headquarters. The price, of course, has been partly responsible for the increase in sales. At any rate, what is good business for the department store and the drug store is just as good business for the electrical dealer who might build up a profitable side line in an item of this kind.

ONE of the dealers who has not been slow to recognize the possibilities in telephone sets as utility and gift merchandise is Charles Wright, manager of the Wright Electric Company of Elmira, N. Y. In business for nearly 25 years, operating one of the most active merchandising establishments in or around southern New York, Wright, whose principal volume is derived from refrigerators, washers and radio, has kept a continual display of telephone sets on a table just inside the door. "They made swell Christmas merchandise," Wright said, "and their attractive appearance has kept them in continual demand as a useful gift for kids or for the practical purposes of room to room communication in stores and homes."

362 WOMEN



asked of

Home

How to Remove Stains...

*Cakes...HOW to Improve
to Clean Rugs*

IT seems to be taken for granted, everywhere, that women regard laundering as the most despised of all household tasks, with the possible exception of dish-washing.

Whether this feeling toward laundering is based on psychological rather than physical grounds is a matter of conjecture. Certainly, centuries of wash-day methods that make the work of our unskilled laborers today seem mere play, had a great influence on the laundering attitude. For present-day laundering, with the aid of labor-saving equipment, involves no more physical labor than other household chores. Do women still feel the same about wash day as they did before the introduction of labor-saving equipment like the washer and ironer and running hot and cold water?

Merely as an experiment, to find out, if possible, just how women feel about this seemingly-unpopular subject of laundering, a questionnaire was submitted to 360 housewives of Brooklyn, N. Y., attending home service classes of the Brooklyn Edison Company. Although the purpose of the questionnaire was primarily to chart reactions to laundering, the replies revealed some very interesting and very illuminating facts about other housekeeping processes.

In order to gauge the interest of laundering as compared with a recognizedly-popular housekeeping activity such as cooking, the questionnaire shown on this page covered laundering, cooking and cleaning.

Of the 360 women replying to the questionnaire, 180 expressed interest in laundering and wanted laundering subjects included in the home service program; 320 found cooking of interest and 227 wanted to learn more about cleaning methods.

Cooking, quite naturally, was the most popular subject of all, with cleaning second and laundering third. It must be remembered, in justification to the subject of laundering, that a great number of the women replying to the questionnaire live in small apartments and are therefore not able, because of housing conditions, to do their laundry work at home even if they are so minded. On the other hand, Brooklyn, unlike New York City, still has many private dwellings and "flats" housing two or more families. In homes of these types, facilities for home laundering are available. No suburban communities, however, are included in the company's territory

and the suburban type of home, therefore, does not figure in this questionnaire.

Brooklyn housewives, however, as the questionnaire revealed, are definitely interested in laundering methods, for half of the women replying to the questionnaire expressed interest in washing and ironing topics.

Stain removal was the most popular of the six laundering subjects, 169 women wishing to receive instruction on this subject. The least appealing of the washer topics was the care and operation of the washer, which received only 44 votes. A vital point missing in the questionnaire, and which would have added weight to the returns, is the number of these women owning electric washing machines. From this we could have ascertained whether the washer-owners had received sufficient instruction in the use of the washer at the time of its purchase as to require no further instruction in its use or whether the forty women asking for assistance in the care and operation of the machine covered the only ones in the group owning washers.

Ninety women wanted to know how to wash silks and laces, 74 how to wash woolens, 77 how to prepare and use soaps, powders and water softeners and 48 asked for help in the matter of time and temperatures for washing and rinsing.

Of the cooking group, the "pies," it seems, have it, for more women wished to learn how to make good pies than any other item of food mentioned. There were 257 women wishing to turn out better pies as opposed to 227 who wanted to know how to make good cakes. Biscuits, muffins and other variations of baking powder biscuits, drew 211 votes. Cooking of meats electrically received 179 replies and electrical vegetable cookery, 165. The electric cooker was of interest to 177 women, and, with comparatively few electric ranges on the Brooklyn company's lines at the time this questionnaire was presented, both the cooking of vegetables and meats can be interpreted as relating to the use of the cooker in cooking these foods.

Two hundred and thirteen women asked for programs including the waffle iron, interest in this appliance ranking third,—after pies and cakes.

Frozen desserts ranked fifth in the cookery questionnaire, 191 women expressing a wish for instruction.

Service

How to Make Better Pies and Laundering Methods...HOW and Upholstery

The electric mixer was of interest to 154 women. But a greater return can be interpreted for the mixer, for this device is featured in the mixing of cakes, pie fillings and pie crusts, refrigerator desserts and waffles.

Different uses of small table appliances, these appliances undoubtedly including the toaster and sandwich toaster, percolator, grill, egg cooker and tea kettle, drew responses from 164 women.

Quite unexpected was the large return on the cleaner group of questions. In fact, there were more women interested in cleaning methods than in laundering methods. The opinion so often expressed that the washer is so well known that promotion of its use and instruction in laundering methods are not necessary, seems a fallacy in view of the fact that the cleaner is perhaps even better known than the washer and in still wider use, yet 63 per cent of the women replying to the questionnaire wanted to know how to improve their cleaning methods.

That vacuum cleaners perhaps need much more careful and intensive demonstration than they now receive is indicated by the fact that out of 227 requests for vacuum cleaner information, 147 of the women asked for instruction in the cleaning of large and small rugs and 115 asked for information on the care and correct usage of cleaners. It is apparent from these figures that the average purchaser of a vacuum cleaner by no means understands its complete operation or knows how to obtain maximum use from this cleaner. It might be inferred, therefore, that the cleaner needs more prominent featuring on home service programs as well as more complete demonstration at the time of sale.

One hundred and twelve women wanted to know how to clean upholstery, which might mean the removing of dust by means of the small vacuum cleaner or the larger one through its upholstery tool, or the removal of stains which, of course, is an operation that cannot be handled by the cleaner alone. Many of the women asked, as special suggestions, for information on the removal of stains from rugs and one naively asked how she could "fix the cleaner so it wouldn't make so much noise."

The use of the cleaner as a deodorizer seemed a popular one, as 121 women wished to know how to employ the cleaner for this purpose.

Returns from 362 QUESTIONNAIRES

Brooklyn Edison Company, Inc.,
Home Economics Bureau

WON'T You Help Us Plan a Program for Brooklyn Homemakers?

We are planning a series of talks and demonstrations on Home Problems. Naturally we want these talks to cover the particular phases in which you are interested.

Please check the subjects which interest you X

I—WASHING PROBLEMS	NUMBER CHECKED
Are you interested in the subject at all?.....	180
Care and operation of the washer.....	44
Time and temperatures for washing and rinsing...	48
Soaps, powders and water softeners ..	77
How to wash woolens	74
How to wash laces and silks	90
How to remove stains.....	169
II—ELECTRICAL COOKING	
Are you interested in the subject at all?.....	320
Better cake baking	227
How to make good pies	257
Baking powder biscuits and its variations	211
Electrical vegetable cookery.....	165
How the electric mixer saves time and energy....	154
Frozen desserts the electric way.....	191
Electric cooker uses	177
Different uses for the small table appliances....	164
Getting the most from the waffle iron	213
Cooking of meats electrically	179
III—ELECTRICAL HOUSE CLEANING	
Are you interested in the subject at all?.....	227
How to clean rugs—large and small.....	147
How to use the electrical floor waxer	85
How to clean upholstery	112
How to aerate feathers.....	110
Removing unpleasant odors—deodorizing.....	121
Care and correct usage of cleaners	115

Why Frigidaire Reduced Prices (Continued from page 37)

Mr. Newell: We have a great many power companies handling Frigidaire. Power companies are interested in getting load on the lines, and we have had many requests from them for lower priced refrigerators. They have pointed out that lower prices will result in more sales. Naturally we feel that it is going to increase the business of our present power company dealers, and that many other power companies will be interested in handling our line. In fact, we feel this move is answering the request of many of our public utility friends.

Question: Will you still sell power companies through distributors?

Mr. Newell: Just the same as in the past.

Question: Will there be any specific department store policy set up?

Mr. Newell: Yes, there will be a very specific one. We look upon the department stores as a powerful merchandising outlet that we have never fully utilized in selling refrigerators. As a general rule I do not think they have built up their own refrigeration business as they can in their own best interest. That is partly our fault and partly the department store's fault. It is our fault in that we have not gone to them in a very positive way and wanted to do business with them, with the exception of certain isolated instances. It is our fault in that we have not offered them, in many instances, the margin of discount that would make it attractive for them to sell. And it is their fault in that they have been too busy with all their other lines of business to recognize the value of this product in their set up.

In the contacts we have had with department stores in the last year or so, we have had many requests from them to bring out a lower priced refrigerator. They have said that such a product would make it possible for them to get into refrigeration in a big way. In a measure, our new price policy is an answer to their request also.

Question: Department stores are primarily merchandisers of commodities. In your increased recognition of the department store, do you see refrigeration passing rapidly from a specialty to a commodity?

Mr. Newell: I think a fair answer is that the refrigerator is in an in-between ground right now, between a commodity and a specialty; that it will tend more and more to being sold as a commodity, but today certainly specialty methods must still be employed.

Question: Are other types of dealer outlets being sought?

Mr. Newell: Yes, we look upon the furniture stores, the hardware stores, and other outlets of that kind, including radio dealers, as logical outlets for refrigeration, in those territories where we need additional dealer coverage.

Question: Do you regard them as playing a major part?

Mr. Newell: No, but they should play a part in a very positive fashion. This is a business where they can make a good profit for themselves as an adjunct to their present business, and many of them can produce good business for us.

Question: How will this expansion of distribution affect your present organization?

Mr. Newell: I would like to say in a very positive way that we look upon our present organization as the backbone of our business, and it is their interest in which we are primarily concerned. They have been the factors

that have assisted us to build the business to the point that it is today, and our first motive in framing any new sales program is to help make more profits for our present organization. But this program is such a big one, and needs so many more contacts with the public, that we need and can use additional outlets to accomplish the job.

Question: Will dealer profits be maintained?

Mr. Newell: The basis of the whole program is to increase the dealer profits, and if it does not do this the program is not a success.

Question: Will dealer margins be reduced or increased?

Mr. Newell: Dealer margins will remain the same.

Question: Have you found that a uniform accounting system has an effect on dealer profits?

Mr. Newell: Most decidedly. For a number of years General Motors Corporation have been carrying on a very extensive activity with their motor car dealers, which consists in the dealer keeping uniform accounting systems and making uniform periodical statements, and then assisting the car dealers in the managing of their business on the basis of these facts, in order to get greater profits. A couple of years ago, Frigidaire started to carry on this policy with their Frigidaire dealers. In my operation in New England, I was very much sold on the need for this business management assistance for our dealers. In 1931 we had three men and a stenographer working from our Boston office, familiarizing and assisting dealers with an accounting system and assisting them in controlling costs and improving their profits.

While we are on the subject, I would like to make this clear. A dealer's discount is not the measuring stick of his profits. His profits come from the management of his business. He might have the best product in the world, advertise it the best way in the world, he may get the greatest discount ever given on such a product, but that doesn't make a profitable dealer. The business has to be ably managed.

Question: From your experience in New England, are you going to promote nationally this accounting system for dealers?

Mr. Newell: We feel that our dealer accounting activity has been very productive of results, and we intend to carry it on nationally in an intensive fashion.

Question: Will the three year guarantee be continued?

Mr. Newell: Our three year guarantee will be maintained on household equipment and is now extended to commercial and the new air conditioning equipment.

Question: There has been a great deal of discussion on the subject of dealer responsibility under long term guarantees. How is the three year guarantee handled with your dealer organization?

Mr. Newell: Frigidaire Corporation supplies any parts that may prove defective within three years. A reserve fund is created which is paid to the dealer over a second and third year period to cover his later cost. We feel that this is a sound procedure which takes care of the dealer properly, and which assures the customer that he will receive the guarantee on the product which he purchased. This is not a new policy. It has been in effect from the beginning.

Question: Terms are almost equally important in selling household equipment. Do you think the policy of

(Please turn to page 63)

They will BUY



ONE of the reasons advanced for the gain in domestic electric consumption and the slight decreases in appliance volume during 1931, was the expansion of the market in better class homes. Commercial laundries, for instance, sustained considerable losses in volume. An obvious reason is that many people who formerly did no washing in the home are now buying washers and ironers for reasons of economy. They can afford the initial investment for the equipment and respond readily to a sales appeal based on budget-paring.

"REFRIGERANIA"



MAMMOTH 7-DAY BARRAGE OPENS G-E DRIVE AGAINST SALES RESISTANCE

REFRIGERANIA—General Electric's vast Sales Republic—opens its war on sales resistance with a mammoth seven-day barrage designed to blow Old Man Depression right out of our midst!

Everything's organized—every trooper in his place—every captain at the head of his troops. The "War Manual" is in the hands of all

The "War Manual" and the "Official Dispatch" give dealers and distributors full information and instructions regarding the great G-E Sales Drive.



G-E dealers. There will be promotions for everyone who storms his objective. The shock troops are the privates in the ranks—the salesmen. Any salesman can work his way up to a First Lieutenancy...dealers and

distributors are also eligible for promotion.

The big gun of the 7-Day Barrage is NEW LOW PRICES. Ammunition for snipers in the form of direct mail for follow-up. A booklet called "70% of Your Investment In Any Refrigerator Is In The Mechanism" is the mine that blows sales

resistance to bits. Other potent publicity—a big newspaper campaign, national magazine advertising, coast-to-coast daily radio broadcasting, floor and window displays, direct mail and telegrams—will pull thousands of prospects into dealers' and distributors' store...close thousands of sales...add thousands to the already enormous army of satisfied G-E users.

The "Refrigerania War" is typical of the aggressive dealer help that General Electric furnishes all the year 'round. Everything to make



Specially prepared direct mail to follow each salesman's calls...to clinch prospects.

door-opening easier, everything to make the salesman's task quicker, his results surer.

Back of the General Electric dealer and his salesmen is the greatest name in all electricity—General Electric. It's a name that has become one of America's traditions—familiar to

every school-boy. In well over a million American homes the product itself—the General Electric Refrigerator—is known to be the most dependable, attention-free, economical form of electric refrigeration. The record of these more than a million G-E's in actual service is unparalleled.

The Monitor Top mechanism, hermetically sealed-in-steel and operating in a perpetual bath of oil, is instantly recognized as the best. After this "War," hundreds of thousands of prospects will know that *only* the G-E employs the simple principle of cooling its coils

DECLARES WAR



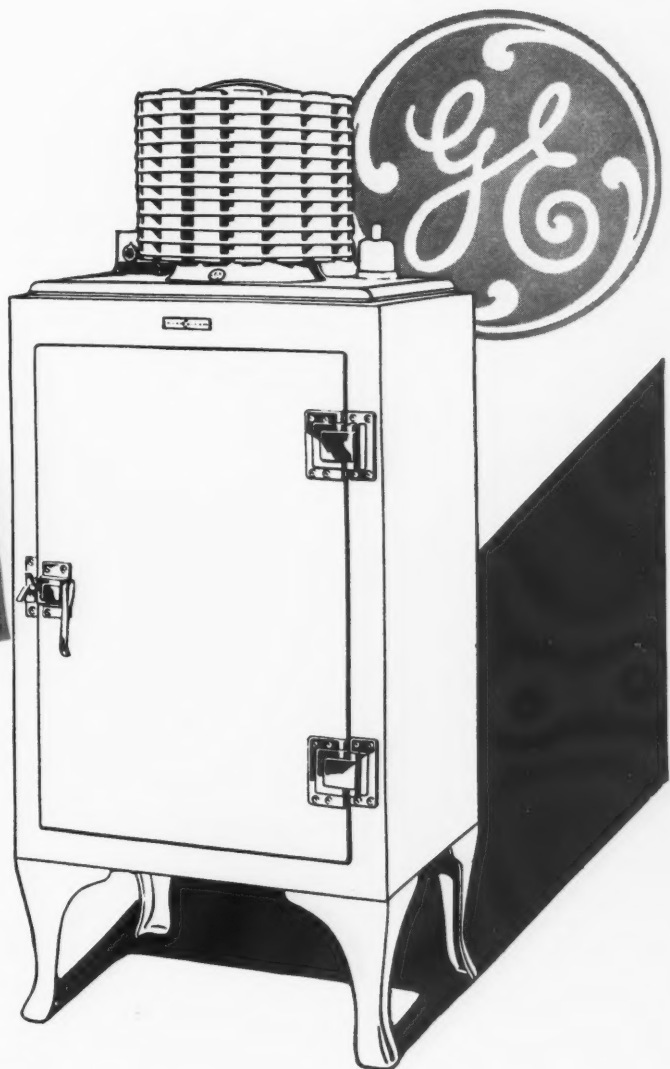
through natural radiation of heat—without any mechanical aid whatever. Hundreds of thousands will know that the Monitor Top and the famous G-E All-Steel Cabinet provide the *lowest cost* refrigeration obtainable.

No wonder G-E dealers find sales come easier, turn-over is faster and NET PROFITS greater with the firmly established, trouble-free and expense-free General Electric franchise!

General Electric Company,
Electric Refrigeration Department,
Section DE4, Hanna
Building, 1400 Euclid
Avenue, Cleveland, Ohio.



The "70%" booklet tells the story of the General Electric's simple mechanism... why it's on the top and uncovered—requiring no attention—not even oiling.

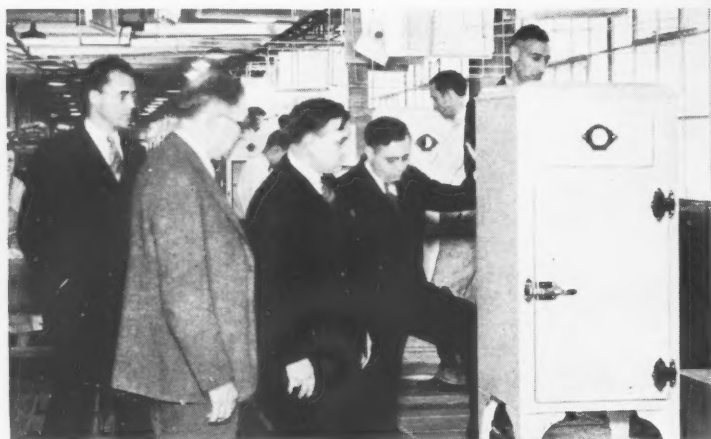


Millions have joined the ever-widening G-E Circle, presided over by Grace Ellis, N. B. C. Coast to Coast network, daily at noon (except Saturday); Sunday, 5:30 p. m. (Eastern Standard Time.)

GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS, ELECTRIC WATER COOLERS

Round the Electrical Map



"First off the line" is always accompanied by a ceremony. Here is the first refrigerator cabinet produced at Westinghouse Mfg. Company's Mansfield Works. Left to right: J. F. O'Donnell, asst. mgr. refrigeration; E. M. Olin, works manager; L. C. Van Derau, works superintendent; L. K. Baxter, service manager, refrigeration; and Phillip Backman, foreman.

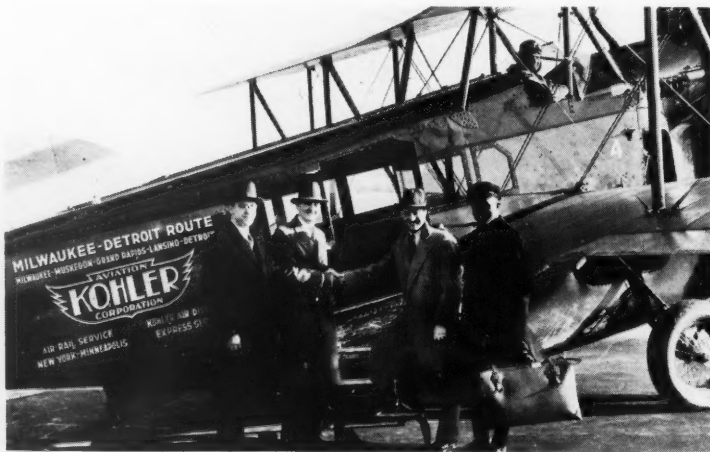


ABOVE AND RIGHT

What will become known in San Francisco as the "G. E. Corner" is the new display room and office building of the L. H. Bennett Company, Ltd., northern California distributors for General Electric refrigerators, ranges, water heaters. The store is close to the Pacific Gas & Electric Company's offices and is adjacent to one of the best shopping districts in the city. In business only five years, L. H. Bennett now has 10 stores, 100 dealers and has been responsible for selling 25,000 refrigerators.



Jean Harlow, whose platinum tatch has been the movies' greatest drawing card since Charlie Chaplin's cane, dropped into the Nela Park Lamp labs the other day and got some expert dope on the big lamps. It is these five and ten kilowatt lamps, shown by D. K. Wright, that help make that silver halo around Jean's head.



Paul R. Krich, sales manager of the Krich Distributing Company, Newark, N. J. travels fast. Here he is just leaving after a visit to the Gibson refrigerator factories at Greenville, Mich. On the left is Allen Church, ad counsel for Gibson; Frank Gibson, Jr., vice president in charge of sales—and Paul Krich.



Plain Talk (Continued from page 40)

some 90,000 residential customers to whom 277 dealers sold the following:

- 2,712 refrigerators
- 187 ranges (electric)
- 15 water heaters
- 6,270 radio sets
- 3,916 washing machines
- 141 ironers

The total dealer business amounted to \$1,774,880. In the same period the power company's commercial operation accounted for a volume of business amounting to \$728,012 which included the sale of 1,989 refrigerators, 586 ranges, 108 water heaters and 326 radio sets.

"Knowing the sales made by all dealers compared to our own" said "Tom" Craig, assistant commercial manager, "means that we are in a position to concentrate our own efforts where they will do the most good."

"For instance, we are not very active on washers because the dealers have evinced their ability to take care of that field very well. The same thing is true of radio as our 326 sales compared to their 6,270 show. In the past year or two most of our commercial efforts have been on refrigeration, but that job too, is being rapidly taken over by the dealers."

A comparison of dealer sales and our own show us

that the job we have ahead of us is the development of electric ranges and water heaters and gas house-heating. The electric range is due for a big push in 1932, and most of our promotional activities are going to be concerned with popularizing electric cookery in this territory. In addition, we plan to get more dealers back of range selling."

So much for the benefits derived from the new policy. In the settlement of any dispute, however, responsibility from the utility standpoint is given even a further check. In the eighteen district offices of the Southern New York properties of Associated Gas & Electric System, which maintain some 55 outside salesmen, the responsibility for misunderstandings between the company's salesmen and the dealer has been delegated to the manager of the district office. In other words, it is his job to see that the dealer at all times is given an even break.

It is reasonable to expect, of course, that with the passage of time the policy set up by this forward-looking company will become even more effective. Six months is not a long time to gather results on any far-reaching commercial policy, but the strides that have already been made since the first meeting in the fall point beyond all doubt to the necessity among all power companies to tackle their trade relations problem in just such an enlightened fashion.

Why Frigidaire Reduced Prices (Continued from page 58)

selling without down payment likely to continue?

Mr. Newell: When we started to sell refrigerators a number of years ago, they were all sold for cash. A little later on terms were a third down, then 25 per cent, then 10 per cent, and finally \$10 in some instances. The latest thing is "nothing down" on a metered plan of selling, which has been carried by some department stores the last several months.

Question: Is this not unsound? This continual reduction of down payments?

Mr. Newell: In the normal way of looking at the merchandising of most products, it would seem unsound, but experience in the field of selling household refrigeration has in our opinion proven that low down payments are not unsound as long as the credit of the customer is carefully investigated. I feel that there is a real reason for this. In the first place, the refrigerator is a utility which the family needs every day. They can buy a radio, piano or an automobile, and can give them up and still the household goes on. But food must be kept reasonably well, so a refrigerator of some kind is absolutely essential. When a person gets an electric refrigerator, what usually happens is that they throw away the old ice box, sell it or give it away. If the electric refrigerator is re-possessed or given up, they must turn around and make another investment in an ice box. This, to my mind, is an important reason why they will continue to make payments. It is safer to sell a refrigerator on low down payments than other merchandise. On the other hand, I think it should be said, as a fundamental, that in the financing of any product a down payment as high as possible should be received, and the time over which payments are made should be held as short as possible.

Question: A possible parallel between radio and refrigeration is drawn by a great many people. Distributors

and dealers in radio were generally over-stocked, and manufacturers over produced. Do you see any such possibility in refrigeration?

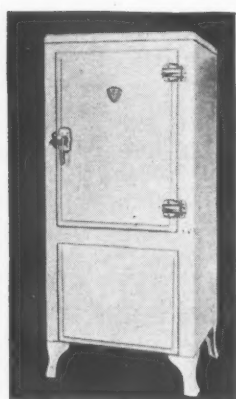
Mr. Newell: Our policy guards against such a condition. In the first place, Frigidaire dealers are supposed to report their stocks every month to their distributor; they also report their anticipated requirements for the next two months. Using that as a basis, the distributor report to us at the factory his stocks, plus his dealers stocks each month, and forecasts to us his over-all district requirements for the next two months. Our factory production is planned entirely on what is forecast to be the needs of the field. We will not produce more than we have every reason to believe is going to be needed. This is the safe-guard against over production.

Question: Although your new prices are quite attractive, there are, of course, still lower priced refrigerators being offered. What is your size-up of this situation?

Mr. Newell: In the first place, we are definitely committed to the making of a quality refrigerator in every respect, which will assure the customer satisfaction. In the second place, we are very conclusive in our feelings that we should sell our products through a well organized distributing organization in accordance with a well laid-out plan which assures their continued interest in the selling of our products, and the giving of service to our customers. We are thoroughly satisfied in our own mind that in view of the production economies which are able to be made on this large scale production basis by a very large organization such as our own, that buys its materials at rock bottom prices, that it is impossible to build an electric refrigerator today, with the inherent qualities that a Frigidaire has, at any lower price. We further are confident in our feeling that a Frigidaire at this new low price is the lowest price that a customer can afford to pay today for an electric refrigerator.

New Merchandise

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market

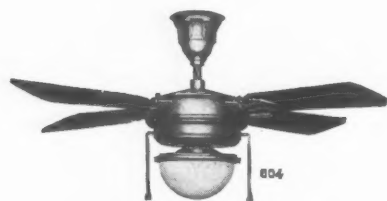


Stewart-Warner Refrigerators

The Stewart-Warner Corporation, 1826 Diversey Parkway, Chicago, is announcing a line of electric refrigerators. Included in this new line are an apartment model, with 4.2 cu.ft. capacity, a town house model, with 5.6 cu.ft. capacity and a White House model, in 7 cu.ft. size.

Features of the new refrigerators are the 8-stage cold control, latest design open type unit, noiseless, vibrationless motor, porcelain interior and durable white lacquer exterior, two-tone extra strong hinges and positive-locking door catch. Standard SO₂ refrigerant is used.

The apartment model has 2½ in. insulation, the other two models, 3 in. of insulation. The smaller model furnishes 40 large-size ice cubes and the two larger models, 60 ice cubes. Dimensions of the models are, respectively, 51½ in. high, 24 in. wide, 25 in. deep; 60 in. high, 28 in. wide and 23½ in. deep; and 61 in. high, 32 in. wide and 23½ in. deep. —*Electrical Merchandising*, April, 1932.



R & M Ceiling Fan

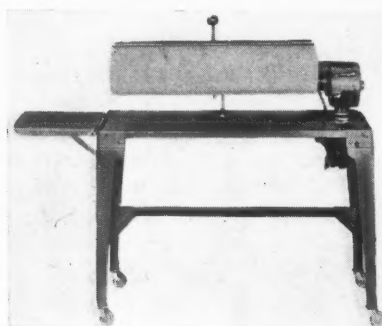
The new ceiling fan with lighting attachment, announced by Robbins & Myers Sales, Inc., Springfield, Ohio, differs from the De Luxe ceiling fan brought out in 1931 in the method of attaching the lamps and glassware. Instead of mounting the glassware directly on the lower half of the motor frame as was done in the previous model, a separate lighting attachment is provided. Because of its new design, the fan also saves approximately 6 in. in head room from the ceiling to the bottom of the glassware.

Both 36-in. and 52-in. sizes are furnished, both sizes using 10-in. diam. standard flanged hemispherical glassware. —*Electrical Merchandising*, April, 1932.

Easy Ironer

To the line of "Easy" washers and ironers has been added a new model of electric ironer, the Model 30.

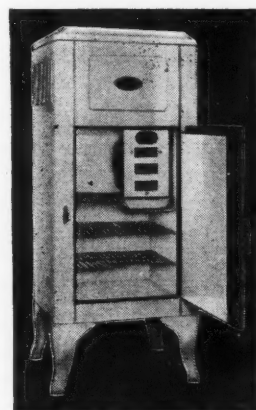
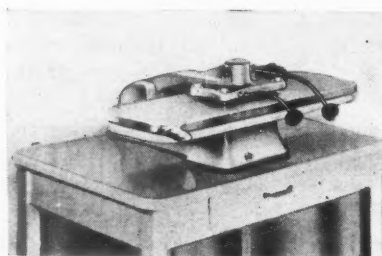
The new ironer, like other "Easy" ironers is of full-automatic type. It is mounted on a two-tone green steel table with extension drop leaf. It is equipped with "finger-tip control," and the easily-operated roll-stop device that is standard on all "Easy" ironers. The 26-in. roll is fully open at the left end and the 1,200-watt shoe has extra heat at the open end to provide higher ironing temperature at that point, where most ironing is done. The intended Eastern retail price of the new ironer is \$69.50. Manufacturer: The Syracuse Washing Machine Corporation, Syracuse, N. Y. —*Electrical Merchandising*, April, 1932.



Franklin Ironer

Under the name of "Franklin Press Ironer," a new all-aluminum, portable electric ironer is being introduced by the Young and Franklin Tool Works, Inc., Syracuse, N. Y. The ironer weighs only 40 lb. and is readily portable.

In addition to its lightness, the ironer embodies several patented innovations such as a puff iron for ironing ruffled curtains and similar materials. The machine, the manufacturer explains, exerts 600 lbs. ironing pressure. It is equipped with a hook so that it can be hung on the wall when not in use. It is compact in size and design, its over-all dimensions being only 30 in. long, 21 in. wide and 10 in. high. It consists of only four principal working parts, all completely enclosed. The heating element of 1320 watts is removable and equipped with a 20-amp. control switch. The intended retail price of the ironer is \$89.50. —*Electrical Merchandising*, April, 1932.



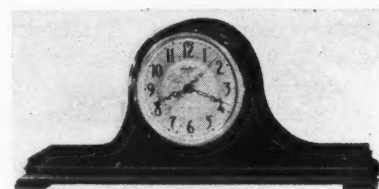
Grinnell Refrigerator

One of the prominent features of the new refrigerator announced by the Grinnell Washing Machine Corporation, Grinnell, Iowa, is the "floated" unit which is mounted on one-piece steel base suspended or "floated" on four large steel springs to eliminate any possibility of metallic sound or vibration traveling through cabinet or unit. The unit itself is installed in the top of the cabinet and, it is pointed out, is removable in less than two minutes. Ventilation is provided by set of nine louvers on each side near the top of the cabinet.

Other features of the refrigerator are the Cutler-Hammer switch with automatic overload cut out, the nine-point temperature control, dry expansion type of cooling unit, piston type compressor, 3-in. Dry Zero insulation on top, bottom and sides of cabinet. The refrigerant is sulphur dioxide.

The cabinet has 4.7 cu.ft. food storage capacity. It has exterior finish of three coats of white baked enamel and white porcelain interior. Its overall dimensions are 58 in. high, 25½ in. wide, 21½ in. deep. Three ice cube trays are provided, with capacity of 21 cubes each.

The intended retail price is \$99.50. —*Electrical Merchandising*, April, 1932.



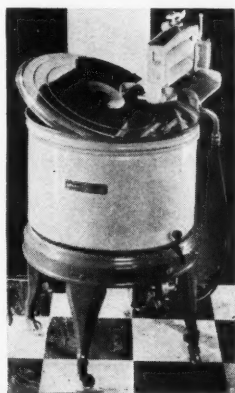
Revere Clock

A new Sheraton Colonial clock with Westminster chimes and Telechron motor has been announced by the Revere Clock Company, McMillan at Dover Street, Cincinnati, Ohio.

The new clock is of tambour type. It is 8 in. high, 18 in. wide and 5½ in. deep, with case of walnut lacquer finish and with raised numeral dial. The intended retail price, the lowest-priced Westminster clock in the company's catalog, is \$35. —*Electrical Merchandising*, April, 1932.

Electrical Merchandising, April, 1932

New Electrical Merchandise



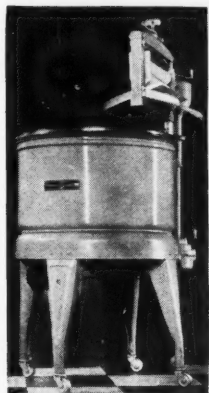
Two New G-E Washers

To provide a still more complete coverage of the washer market, the General Electric Company, Merchandise Department, Bridgeport, Conn., is bringing out two new washers—Model N, with "Activator," to retail at \$99.50, and Model X, listed at \$69.50.

Model N, the Company points out, is the first "Activator" equipped washer to sell for less than \$100. In addition to the "Activator," other important features are the pump and the improved, trough-type wringer. The wringer is stream line in design, with oversize black and white rolls, and is provided with instant pressure safety release. Finish of the washer is blue lacquer, with mottled blue, vitreous enamel porcelain tub.

Model X is of 6-lb. size. It has agitator, with control at the base of the tub. The wringer has 1½ in. white rolls and instant pressure safety release lever. Finish of the machine is horizon blue, with tub of vitreous enamel porcelain.

Features of both washers are the permanent lubrication at the factory, free rolling casters, rubber flange on rim of tub to help retain water temperature and prevent lid noises and all-rubber, waterproof cord of generous length.—*Electrical Merchandising*, April, 1932.



Mazda Photoflood Lamp

As a companion lamp to the Photoflash lamp, for taking still pictures, the Westinghouse Lamp Company, 150 Broadway, New York City, is introducing a new Mazda Photoflood lamp. The lamp can be placed in any house lighting socket or fixture, the lamp shades acting as reflectors, but for best results, photographic reflector equipment is recommended. The lamp provides a convenient and powerful light source for taking home movies. It has an A-21 inside-frosted bulb, an overall length of 9½ in., a medium screw base and is designed for 105 to 125 volt service. List price is 35c.—*Electrical Merchandising*, April, 1932.

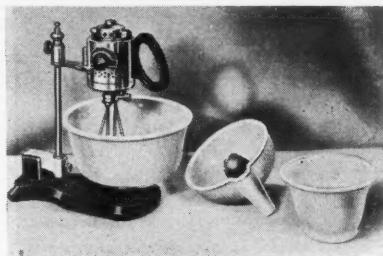
Manning-Bowman Mixer

Among other outstanding features, the new electric mixer brought out by Manning-Bowman & Company, Meriden, Conn., has a ball-bearing motor and fully-insulated handle. The motor has four speeds. The handle is bakelite and is especially designed so that it will not tire the wrist when the mixer is used in the hand.

The mixer has both tilt-back and portable features and can be used with or without the stand. Design of the paddles makes them easy to clean.

Eye appeal is also one of the mixer's important features. Bowls and juice extractor are in French ivory and are designed with a small flute, on which a design patent application has been made. The base is jet black and the upright rod support arm chromium-plated. Motor case is cast aluminum with high finish.

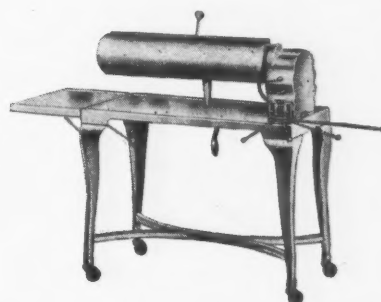
Intended retail price, \$19.95.—*Electrical Merchandising*, April, 1932.



Two ABC Washers

Introduced as the "ABC 1933 World's Fair Spinner Washer" is a new washer with centrifugal dryer, brought out by Altorfer Bros. Company, Peoria, Ill. The new washer is equipped with automatic drain pump. No moving parts are exposed. The simple mechanism, the manufacturer explains, is sealed and hushed in a permanent blanket of oil. The Spinner tub and dryer basket are finished in a two-tone shade of light green with a beige stippled tub. The intended retail price of the new Spinner machine is \$139.50, with slightly higher price west of the Rockies.

Announcement is also made of an improved "Liberty" washer, a wringer type machine, which is now equipped with automatic drain pump. Other features of the washer are the standard polished aluminum agitator, enclosed gear mechanism sealed in permanent bath of oil, full 55-lb. capacity (dry weight), smooth non-porous tub, porcelain-enameled in the company's own plant. The washer has ABC swinging wringer, oversize balloon rolls. Finish of the machine is two-tone gray, with gray stippled porcelain tub. Its intended retail price is \$79.50 east of the Rockies.—*Electrical Merchandising*, April, 1932.



Three Automatic Ironers

Three new, full-automatic electric ironers, including a No. 38 attachment ironer, a No. 39 portable and a No. 40 De Luxe model have been announced by the Automatic Washer Company, Newton, Iowa.

Special features of the De Luxe table model are the special knee control, drop-leaf extension table, disappearing clothes rack hangers and large "free wheeling" casters. The table dimensions are 34 in. long, 18 in. wide and 24½ in. high.

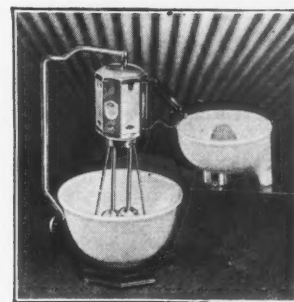
The Model 38 attachment ironer fits all four of the wringer-type Automatic washers.

The ironer roll is 26 in. long, and is wrapped nine times with quilted padding and binder cloth and has 42-in. washable cover with draw string.

Two full-automatic finger-tip controls are provided, one for ironing and one for pressing. Positive heat indicator, with no bulbs to burn out.

The shoe is chromium plated, 4 in. wide, providing 105 sq.in. of ironing surface. A 1,150-watt element, insulated with mica on one side and ½ in. asbestos on the other side, is employed.

All gears, clutches and eccentric mounted on one shaft. Separate switches for motor and heating element. General Electric motor.—*Electrical Merchandising*, April, 1932.



Dawn Food Mixer and Extractor

As the first of a line of electrical specialties and mechanical devices, the Dawn Manufacturing Corporation, 2811 North Ashland Avenue, Chicago, is bringing out its "Dawn" food mixer and extractor. The company was recently formed by Fred E. Andersen and Harry Decker, formerly with the Dormeyer Manufacturing Company.

An exclusive feature of the new mixer is the "Rota-Swing," which, by means of a special flexible support at the top of the mixer, permits the beaters to rotate and swing to any part of the mixing bowl. The mixer can be used with or without stand. Paddle assembly is instantly detached by light pressure of fingers on two release buttons. Paddles and case are chromium finished. Both the mixing bowl and the extractor bowl are of French ivory. Any size mixing bowl can be used with the mixer.

Intended retail price of the mixer is \$17.95.—*Electrical Merchandising*, April, 1932.

New Electrical Merchandise



Bahnsen Humidifier

Operation of the new portable electric humidifier is described by its manufacturer, The Bahnsen Company, Winston-Salem, N. C., as follows: On the end of the small motor shaft there is a tubular pump from which the water is discharged on a rapidly-revolving disc and thrown against a number of grids or teeth which cause it to be broken into fine particles. The air which is drawn into the humidifier by the fan is washed and after becoming saturated with moisture is gently blown into the room from the circumference of the humidifier. By slightly turning a screw, the automatic control may be adjusted to cut off at any desired point and thus maintain a constant relative humidity.

The humidifier can be furnished in any desired color, although the most popular colors are light green and cream. Its intended retail price is \$69.50.—*Electrical Merchandising*, April, 1932.

...

Universal Mixer and Cleaner

Landers, Frary & Clark, New Britain, Conn., is announcing a new, improved mixer that is a mixer, beater, juicer and drink mixer. An improved feature of this new mixer is the tip-back beaters which permit tipping back of the beaters for draining. The mixer may be easily removed from the stand and used with or without the stand. It has 3-speed control. The rotary tray on which the mixing bowl rests is revolved by the mixing action of the beaters. Beaters, motor cap are chromium plated, bracket, motor and gear housing, jade green enamel. A large and small acid-resisting porcelain-enameled bowl is furnished with the mixer. Intended retail price, \$18.75.

The new cleaner is of straight-suction type but is equipped with patented, thread-picking, self-cleaning nozzle, permitting fast removal of all litter. The intended retail price of the new cleaner is \$24.50.—*Electrical Merchandising*, April, 1932.

...

SuperMatic Automatic Iron

A new "SuperMatic" appliance, brought out by the Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo., is the No. 855 automatic iron, made to retail at \$4.95.

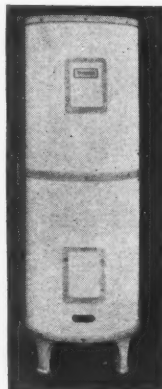
The iron is of low streamline design, with extra large, sharply beveled base, modernistic adjustment lever, easy-tilt heat rest, chromium finish and full length Rayon cord set with bakelite plugs. Proper heat adjustment for every fabric is embossed on the cap of the iron.—*Electrical Merchandising*, April, 1932.

Westinghouse Water Heaters

Special attention to "eye appeal" has been given to the new electric water heaters brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

The new heaters are finished in a white cordovan, grey-trimmed exterior. Box for the line connection has been attached to the back to further the "eye appeal." The terminal protection sleeve has been made rectangular and larger, giving more space to work in making terminal connections.

Two types of heaters are made, the automatic, single heater tank and the Adapt-o-matic, two heater tank. The old method of single temperature, 160 deg. control, has been discontinued and an adjustable thermostat allowing for a temperature range of from 130 to 180 deg. has been installed, thus making for more economical operation where water temperatures lower than 160 deg. are satisfactory. The tanks are made in 10, 30, 50 and 80 gal. capacities. One hundred gal. capacities are available on special order.—*Electrical Merchandising*, April, 1932.



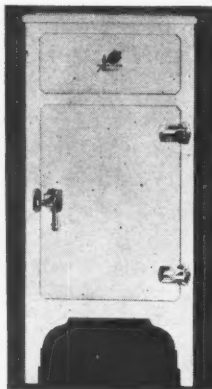
Simplified Accounting Plan

A simplified accounting plan, designed to accurately meet the requirements of the retail dealer handling radios, refrigerators, washers, ironers, cleaners, stoves, ranges and other appliances, has been developed by the Stationers Loose Leaf Company, 524 North Broadway, Milwaukee, Wis.—*Electrical Merchandising*, April, 1932.

American Beauty Refrigerators

Three sizes of "American Beauty" refrigerators are being marketed by The American Refrigerator Company, Harries Building, Dayton, Ohio. These new models are: AB-5, AB-6 and AB-7, with 5, 6 and 7 cu.ft. capacity, respectively. The intended list prices are \$129.50, \$159.50, and \$179.50, f.o.b. Dayton.

The interior finish of the cabinets is vitreous porcelain on steel, with exterior finish of lacquer on baked enamel. Hardware is chromium plated. Eight point freezing range is provided. The AB-5, the smallest model, has three ice trays freezing 84 cubes at one freezing, and one deep dessert tray. The refrigerating unit is concealed in the top of the cabinet. Other features are the broom-high legs and ribbon shelves.—*Electrical Merchandising*, April, 1932.



New White Cross Items

Three new "White Cross" appliances have been announced by the National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill.—an automatic waffle iron, chromium plated percolator and chromium engraved toaster.

The waffle iron, also finished in chromium, has indicating lever heat control. The indicator lights when the iron is ready for use and shows when the waffle is baked. It may be set for the baking of "light," "brown" or "dark" waffles. The 8 1/2-in. grids are made of a special new alloy declared to eliminate sticking and burning of batter. Rated at 575 watts, 110 volts. Intended list price, \$8.50.

The toaster is of oven type, turnover style and accommodates two large slices of bread. The element is of Nichrome wire wound on pure mica doors, thus preventing heat loss. Intended list price, \$3.50.

The percolator is of the cold water type, with valveless pump. It is of 9-cup capacity, with drip-proof spout, etched glass top and embossed motif in chromium. Intended list price, \$7.50.—*Electrical Merchandising*, April, 1932.

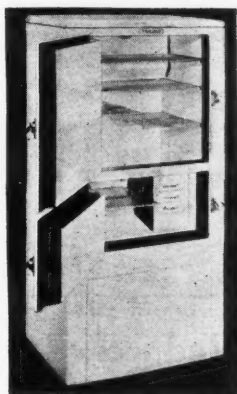


Water Heater Thermostat

Described by its manufacturer as marking a definite step in solving the control problems of electric water heaters is a new "Diamond H" water heater thermostat, brought out by the Hart Manufacturing Company, Hartford, Conn.

The mounting of the thermostat is accomplished by the use of a bronze casting which is securely screwed into the tank. The thermostat mechanism is mounted to this casting so that the thermostat itself can be simply replaced without the necessity of drawing off the water in the tank to make the replacement. The setting of the thermostat is arranged so that the water temperature may be fixed at any point between 120 and 200 deg. F. It is easy to calibrate and has terminals facilitating wiring.—*Electrical Merchandising*, April, 1932.

New Electrical Merchandise



Tricold and Chilldare Refrigerators

An entirely new principle of electric refrigeration, it is claimed, is introduced in the new "Tricold" refrigerator, brought out by the Tricold Refrigerator Corporation, 296 Delaware Avenue, Buffalo, N. Y.

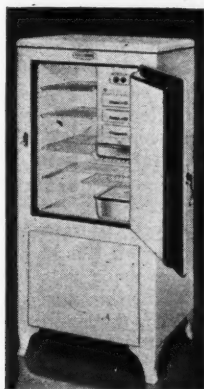
In this new refrigerator, instead of the usual food compartment, two compartments, completely insulated from each other are used—a larger upper compartment for food storage and a smaller, lower compartment for freezing, quick-chilling and frozen storage. Another radical change is the building of the freezing unit into the lower freezing compartment, instead of in the food storage chamber.

The food storage compartment is refrigerated by a special fin type cooling coil of its own, this cooling coil, it is explained, being so designed to produce a sustained 40 deg. temperature at normal humidity. Defrosting of the coil, therefore is not necessary, since no frost collects.

Two sizes of the "Tricold" refrigerator are offered—one for larger families and one for families of average size.

To meet the demand for a refrigerator of lower price, the Company is offering the "Chilldare," as a companion line. The "Chilldare" is of conventional design. By running the freezing coils

under and over each tray, the manufacturer claims to provide fast freezing without excessive distribution of sharp cold through the food storage compartment. Temperature control, dehydrating pan, rubber and chilling trays are standard equipment. The refrigerator is built in four sizes—with 4.05, 4.87, 6.17, and 7.90 cu.ft. capacities.—*Electrical Merchandising*, April, 1932.



Eveready Flashlights

Two additions to the line of "Eveready" flashlights have been announced by the National Carbon Company, 30 East 42nd Street, New York City. One of the new numbers, No. 2640, is a 2-cell tubular light and the other, No. 2617, is a 2-cell focusing spotlight. Fittings for both lights are nickel plated. The heavy brass cases are finished in durable black, with line reeding. List price of No. 2640 is 49c.; No. 2617, 75c.

A general reduction in prices of the entire line of "Eveready" flashlights, effective March 1, has been announced by the company.—*Electrical Merchandising*, April, 1932.

Two G-E Clocks

Two new low-priced clocks have been announced by the General Electric Company, through its Merchandise Department headquarters at Bridgeport, Conn.

These new clocks are a desk model, AB-330, retailing at \$5.95, and a kitchen model, AB-458, listed at \$5.50.

The desk clock is of genuine and attractive Colonial design, with mahogany case in polished lacquer finish and a gold-finished ornament on the top of the case. Dimensions of the case are 5 in. high, 3½ in. deep, 4½ in. wide.

The kitchen model has a round, die-cast Dura-metal case, finished in enamel lacquer and having a detachable hanger. Four colors are offered,—medium green, ivory, white and medium blue. Dimensions are: Diameter, 7½ in., depth, 3½ in.

Both models have ivory enamel dial with Arabic numerals. Hour and minute hands are of blued steel and sweep hand of brass.—*Electrical Merchandising*, April, 1932.



Surface Radio Outlet

Aerial, ground and power connections are all provided from one attractive bakelite surface outlet, brought out by the Arrow Electric Division of the Arrow-Hart & Hegeman Electric Company, Hartford, Conn.

The outlet is made for installation on wall or baseboard near the radio set. It makes the radio portable and eliminates straggling wires. The outlet is made of brown bakelite. Aerial, ground and power connections are clearly marked.—*Electrical Merchandising*, April, 1932.



Diehl Fan Sales Helps

An unusually wide variety of sales helps is being offered fan dealers by the Diehl Manufacturing Company, Elizabethport, N. J. One of the outstanding pieces in the line is the 26x26-in. window display pictured, which harmonizes with almost any type of window trim. An illuminated rotating cylinder imparts the appearance of motion to the fan blades. The display is also furnished without the motion for use in small windows.

Other items in the line are a lithographed counter display card, a price and display card, specially-printed paper window trim material, window poster, blue-lacquer "Wind-O-Vent" ventilator display stand, catalog cuts, newspaper and general advertising and several pieces of printed matter.—*Electrical Merchandising*, April, 1932.

Improved Swartzbaugh Cookers

Announcement is made by the Swartzbaugh Manufacturing Company, Toledo, Ohio, that, beginning April 1, a two-tier baking rack with two pie tins will be supplied with the EC-10 "Ever-hot" cooker without additional cost. A roasting and baking rack for meats and pastry is being furnished for the EC-15 model cooker. A new locking ball handle has also been added to this cooker. Another new feature of the cookers is the embossing of a time schedule for obtaining desired temperatures, together with a few important instructions on the bottom of both covers.

The Company also announces several new practical cooker units designed to fit into any 8 or 9-in. opening in an electric range. Equipment for use with these range cookers will be furnished so that they can be used in the same way as the regular EC-10 cooker.—*Electrical Merchandising*, April, 1932.



Hammond Firefly Alarm Clock

"Firefly" well describes the new alarm model of clock brought out by the Hammond Clock Company, 2915 North Western Avenue, Chicago, Ill. The soft glow of the dial of this new clock is provided by a very novel method. The material of which the dial is made is translucent and the light is behind the dial. Light is supplied by a 2½-volt lamp, controlled by a switch so that it may be turned off in the morning.

The clock is equipped with buzzer alarm and has molded case with chromium-plated bezel. The intended retail price of the clock is \$4.75. As a sales help to dealers a sensational merchandising plan has been built around this clock.—*Electrical Merchandising*, April, 1932.

Westinghouse Sign Lamp

The Westinghouse Lamp Company, 150 Broadway, New York City, announces a new 6-watt, S-11, Mazda sign lighting lamp. It is designed for 110, 115 and 120-volt service. It is made in clear and inside-coated bulbs in a variety of colors. It is not intended to replace the 10-watt size, but instead is intended to supplement it.—*Electrical Merchandising*, April, 1932.

Our Platform:
Better Dealers

Weather Forecast:
Fine for Selling

The Firming Line News.

New York

"For the Man at the Sales Front"

April, 1932

Mainwaring Heads Merchandising for Vancouver Utility

Department Expanded

W. C. Mainwaring, for the past fourteen years district sales manager for the Northern Electric Co.'s branch in Vancouver, B. C., has been appointed as a new head of the merchandising activities of the British Columbia Electric Railway Co., Ltd., on both the mainland and on Vancouver Island, with the title of merchandising manager. This is a new position made necessary by the expansion of the merchandising department in recent years. Formerly that department on the mainland came under the joint supervision of J. Priestman, as merchandise superintendent, and W. E. Dawson, as merchandise manager, both affiliated with the department headed by E. E. Walker, sales manager. Mr. Priestman will return to the light and power department under Mr. Walker, whose assistant he was for many years. Mr. Dawson will continue to be associated with the merchandise department. S. J. Halls, manager of the light and power department on Vancouver Island, will continue to manage merchandising activities there, but Mr. Mainwaring will have direction and supervision of the merchandising branch.

There has been no change in the merchandising policy of the company, which will continue to sell appliances on the same terms and in the same aggressive way as it has in the past.

Copeland Promotes Newcomb and Licence

The appointment of Harry Newcomb, for the past three years service manager of Copeland Products, Inc., Mount Clemens, Michigan, as assistant sales manager in charge of commercial sales, and George C. Licence, for the past two years assistant service manager, as service manager to succeed Mr. Newcomb, was announced today by W. D. McElhinny, vice-president in charge of sales.

Frozen Foods Association Forms Equipment Division

Extension of the activities of the Frozen Foods Association of America by the formation of an Equipment Division is announced by President H. P. Stuckey. The new division has opened an office in the United Artists Building, Detroit, and William Jabine has been appointed Executive Secretary.

Seven of the leading refrigeration manufacturers are primarily responsible for the establishment of the Equipment Division. Copeland, General Electric, Kelvinator, Norge, Servel, Universal Cooler and Westinghouse have joined the Frozen Foods Association of America, and have made it possible to undertake an extended program of industry development.

Spokane Utility Sells 236 Cleaners in Drive

A total of 236 vacuum cleaners (Eureka) were sold in the campaign just concluded by The Washington Water Power Company, Spokane. The campaign was conducted throughout the territory and direct mail and newspaper advertising were used. The quota set by R. B. McElroy, merchandise sales manager, was 210.

Jameson Opens Store in Vancouver

Jameson's Electric Company has now opened for business at Victoria, B. C. R. J. Jameson is president of the new firm, with E. J. Diespecker as managing director.

For Singing Shavers

To the familiar "hot-and-cold" appurtenances extended as a lure to possible tenants by apartment house owners, a Cleveland landlord has added a guarantee of bathroom sunlight—artificial to be sure, but sunlight just the same. The world's first complete installation of sunlamps (S-2 type) in bathrooms is being made in a new 48-suite building in Lakewood, a Cleveland suburb. Fixtures are G-E Model P wall brackets.

General Electric Reduces Refrigeration Prices

New Levels 5 to 23 Per Cent Under Former List

Commonwealth Southern Group Buys 2,000 Ranges

An order for 2,000 electric ranges has been placed with the Westinghouse Electric and Manufacturing Company by the Alabama Power Company, the Georgia Power Company, and the Tennessee Electric Power Company, all properties of the Commonwealth Southern group.

Canada Swings into 1932 Refrigeration Campaign

Has 75,000 Unit Quota

With a quota of 75,000 refrigerator sales during 1932, Canada has swung into line with the Electric Refrigeration Bureau effort in the United States, and an intensive newspaper and radio campaign, backed by electric light and power companies and manufacturers, went into action on March 15. The slogan is "Invest in an Electric Refrigerator" on a coin-shaped seal, as in this country, while maple leaves are added as a distinguishing mark.

In the prospectus of the activity much is made of the facts that Canada has next to the highest percentage of wired homes of any country in the world (being surpassed in this field only by Switzerland, which has over 99% of its homes electrified), that current is cheaper in Canada than anywhere else, and that there is only 6% saturation of the electric refrigerator market. Dealers are urged to cooperate with the general plan and with each other, and seven ways of doing this are suggested.

Norge 200 Per Cent Ahead for February

February sales of Norge Refrigerators were 200% of the same month last year, according to a report by Major Howard E. Blood, president of Norge Corporation (division of Borg-Warner).

CLEVELAND, OHIO.—Prices of all General Electric Refrigerators, both domestic and commercial models and units, have been reduced from 5 per cent to 23 per cent, it has been announced by P. B. Zimmerman, manager of the General Electric Refrigeration Company, headquarters of which are here.

"There reductions," Mr. Zimmerman said, "accompany the general downward trend of costs throughout the world and in no measure affect the quality of our product. General Electric Refrigerators still carry their unqualified three-year guarantee against all service expense and will continue to carry this warranty."

"The tremendous purchasing power of the General Electric Company coupled with the lower cost of raw materials has enabled us to pass on this saving to purchasers of our product, a practice we have always pursued and which we shall continue to follow."

The new lower prices combined with an intensive sales and advertising campaign which has just been opened in all parts of the nation and which will end May 31st, are expected to show a volume of sales equal to or surpassing sales of the same period a year ago. Trade papers and magazines will be the backbone of the advertising program which, during the campaign, will entail the expenditure of more than \$2,000,000.

Diamond Electrical Buys S. L. Mosher Company

The Diamond Electrical Mfg. Co., Ltd., of Los Angeles and San Francisco has purchased the S. L. Mosher Company of Denver. The Diamond E Company is affiliated with the square D organization of Detroit, and is well known to the electrical fraternity. The territories to be served from the Denver plant embrace the states of Colorado, Utah, Wyoming, New Mexico, Montana and Idaho.

Majestic Adds New Refrigeration Men

Sartoris, Archer and Choate Added

The Grigsby-Grunow Company have added C. E. Sartoris to their group of sales representatives in the Refrigeration Sales Division.

Mr. Sartoris was, for six years, with the General Electric Company, after which he took a position as sales promotion manager of R. Cooper, Jr., Inc., Chicago distributor for the General Electric Refrigerator. He advanced from this position to that of wholesale manager of R. Cooper, Jr.

In 1930 he went with The Harry Alter Company, Chicago distributors of Majestic products, as refrigerator sales manager, which position he held until he recently joined the Grigsby-Grunow Company Refrigerator Sales Department.

Another recent addition to the Refrigeration Sales Division is F. V. Archer, representative for Majestic in the middle western area.

C. C. Choate has been appointed southern sales representative.

Boston League Occupies New Quarters

The Metropolitan Electrical League, representing electrical interests in Boston and vicinity has moved to new and centrally located quarters at 182 Tremont Street. The modern office building at this address was completed within the year by the Edison Electric Illuminating Company of Boston.

The new location of the Metropolitan Electrical League—already referred to in electrical circles, as "One-Eighty-Two," is a logical centre for local industry activities. The Broadcasting Studies of Station W. E. E. I. over which more electrical programs have been given than any other New England Station, occupy the 13th floor. The Electric Refrigeration Bureau has made refrigerator history on the second floor.

Kelvinator Shipments for 2 Months Up 18 Per Cent

Shipments of Kelvinator Corporation refrigeration units for the first two months of this year were more than 18 per cent above the same period of 1931, it was announced by H. W. Burritt, vice-president.

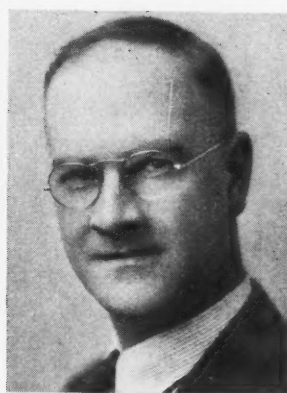
Withholding of new models until after the first of the calendar year resulted in a greater loss for the quarter ending January 1, but the increase in sales since the introduction of the new line indicates that the new move was entirely justified, according to Mr. Burritt.

Electrical Men in the Month's News



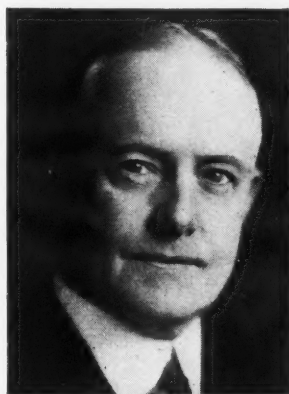
STRAWN

When the Stewart-Warner Corporation, Chicago manufacturers of radios and automotive accessories, announced an electric refrigerator, Charles W. Strawn, formerly with Lyon & Healy and the Wurlitzer Company, was named sales manager.



MAINWARING

Fourteen years as sales manager for the Northern Electric Company's, Vancouver, B. C., branch, has given W. C. Mainwaring ripe experience for his new appointment as head of merchandising activities of the British Columbia Electric Ry. Company, Vancouver.



COOPER

For many years head of the Mountain Electric Company now a division of G. E. Supply Corp., later manager of Hurley Machine Company's Intermountain Division, John J. Cooper recently became executive manager of Colorado's Electric League, succeeding George Bakewell, Jr., resigned.



SARTORIS

Six years with the General Electric Company; sales promotion manager and wholesale manager for Richard Cooper, Jr., Inc., Chicago; refrigeration manager for Harry Alter Company, Chicago Majestic distributor, now C. E. Sartoris joins Grigsby-Grunow as sales representative.

GE Employees Have Relief Donation Reduced

Employees of the General Electric Company, who since November 1, 1931, have been contributing two per cent of their average full-time earnings toward the relief of part-time workers and the unemployed within the company, will have but one per cent deducted from their pay, starting March 1, according to announcement by President Gerard Swope.

During this four-months' period, employees have contributed approximately \$480,000, which has been matched dollar for dollar by the General Electric Company, making a total of \$960,000. During the same four months, approximately \$593,000 has been paid out.

Kelvinator Ads Break Out in Color

Latest among mechanical processes developed to increase the attention value and effectiveness of display advertising is the 3-color page in the news section of the daily newspaper.

And first among regular advertisers to use the new process is the Kelvinator Corporation, in the February 20th issue of the Chicago *Daily Tribune*.

This advertisement, prepared and produced by Kelvinator's advertising counsel, Brooke, Smith & French, Inc., of Detroit, was the first of a series of pages in red, green and black, scheduled to appear in the same paper over the signature of the distributor.

Stewart-Warner Announces Refrigerator

Small Box to Sell at \$149.50

A line of electric refrigerators is being built by the Stewart-Warner Corporation, Chicago, makers of radios and automotive accessories.

Production, already under way, is for the present being limited to three models for household installation. The various capacities are 4.2, 5.6 and 7.00 cu.ft. The featured number in the line is the 4.2 cu.ft. box to retail at \$149.50. Shipments will start immediately, in order to permit dealers to prepare for Spring and early Summer selling.

Distribution is to be effected through authorized distributors, and the present radio distributor-dealer set-up will provide the nucleus.

A separate division has been organized at the factory to handle refrigeration sales. W. J. Zucker, vice-president and general sales manager of the Stewart-Warner Corporation, has appointed Charles W. Strawn, Sales Manager of the Refrigeration Division. Mr. Strawn has a wide acquaintance among both distributors and dealers, having served as manager of the Stewart-Warner Wholesale Radio Division, as Divisional Manager for Lyon and Healy, Chicago, and as general manager of both the Cleveland and Buffalo branches of the Wurlitzer Co. C. G. Dutemple has been appointed assistant to Mr. Strawn, and Jerry Golton will head the Service Department.

General Electric Pays 25 Cent Dividend

A dividend of 25 cents per share, payable April 25 to holders of common stock of the General Electric Company of record at the close of business hours March 18, was declared by the board of directors of the company in New York recently. The regular dividend of 15 cents per share on the special stock of the company was also declared, payable April 25 to holders of record at the close of business March 18.

An abstract of the report of the General Electric Company for the year 1931 shows that the earnings on the common stock were \$1.33 per share. In the fourth quarter 26 cents was earned.

Sales billed in 1931 amounted to \$263,275,255, compared with \$376,167,428 in 1930.

Greist Buys Apt Novelty

The Greist Mfg. Company, New Haven, Conn., lamp manufacturers, have taken over the business of the Apt Novelty Company, according to an announcement by Harry Thurber, sales manager.

General Electric Has New \$5,000 Contest

Mystery Yarn to Be Given Over Radio

The General Electric Company have announced a unique prize mystery story contest in which 100 winners will be given \$5,000 worth of prizes. The mystery story is entitled "The House of Retrogression" by Chann Patrick. It is written around and glorifies the direct house-to-house salesman of electrical appliances as distinguished from products of more common use requiring no special demonstration in the home.

The story emphasizes the value of the work of these pioneering salesmen upon whom the whole industry is so dependent from the social and economic viewpoints.

On Tuesday, March 29th, at 12 noon, and every day thereafter except Saturday, until Friday, April 15th, a synopsis of each one of the first fourteen chapters will be given over the radio.

The participants will then be invited to write their own solution of the mystery—Chapter 15, and to send it to Grace Ellis, care of the National Broadcasting Company, New York City. To those whose solutions of the mystery, written in not more than 3,000 words, are most original, plausible, neat and convincing, prizes aggregating \$5,000 in value will be given. The first prize is a \$500 General Electric refrigerator and the first ten prizes are valued at more than \$200 each. There are 100 prizes in all.

Copies of the complete book will be on sale March 15th and may be secured by writing the author, Chann Patrick, 265 Fourth Avenue, New York City, or to dealers in General Electric appliances. The price of the book is \$1.50. They may be secured in lots of 10 for \$1.25 each and in lots of 25 or more for \$1.00. The concluding 15th chapter in the book is sealed and the reader is cautioned not to break this seal until after his own solution has been sent to Grace Ellis, National Broadcasting Company, New York City.

The contest closes Saturday, May 7th.

El Paso League Elects

The Electrical League of El Paso, Texas, which is composed of representatives of electrical jobbers, manufacturers, contractors, central stations and electricians, has elected the following officers for 1932: President, M. B. Amstater, vice-president, Zork Hardware Co., wholesalers; vice-president, B. M. Davis, sales and service engineer, General Electric Co.; secretary-treasurer, L. J. Last, illuminating engineer, El Paso Electric Co.

OVER THE — MONITOR TOP



When L. T. Milnor, distributor here for General Electric refrigerators, opened his Monitor Top War Campaign March 14th, the display room of the Milnor Refrigeration Company took on a real war-like appearance. "Tin hats," rifles, machine guns, American Legion drummers and buglers and an enlistment tent were all a part of the scenery, enhanced by several American flags and flags of the "Land of Refrigerania," now at war with Sales Resistance.

Chicago Trading Company Organized

The Chicago Trading Company, with offices located at 82 West Washington Street, Chicago, Illinois, act in the capacity of general, national and export sales department for manufacturers of electrical household appliances and kitchen ware.

The lines handled by this company at present are Cordless electric irons, electric refrigerators, cast aluminum ware and electrical appliances such as toasters, waffle irons, percolators, curling irons, conventional type cord smoothing irons, soldering irons, heating pads, electric clocks, small portable dry cleaners, washing machines and vacuum cleaners.

San Francisco Explains Its Ordinance Regulating Appliance Sales

No Intention of Setting Arbitrary Standards, Says Wiley

Because of some confusion which has arisen in the interpretation of Ordinance No. 9120, which became effective Jan. 24, 1932, and which deals with the regulation of the sale of materials, devices or appliances which may be connected to an ordinary house circuit, Ralph Wiley, chief, Department of Electricity, San Francisco, who was flooded with inquiries regarding the ordinance, has definitely interpreted its extent.

"The ordinance," he said, "was created for the purpose of regulating the sale of materials, devices or appliances, which may be connected to an electrical circuit of 110 volts or over by means of an attachment plug, as well as to prevent the practice by dealers of removing the manufacturer's name plate and voltage current or wattage rating of the appliance."

It can be readily seen that the Inspection Bureau experiences no difficulty in preventing the use of materials, devices, appliances or apparatus which are directly or permanently connected to a circuit as a certificate of approval would

not be issued at the completion of the installation if sub-standard or non-listed materials or apparatus are connected thereto.

It is not the intent of the ordinance, nor the intention of the Department of Electricity, to at any time set up a laboratory or create a standard, for the testing of the above-mentioned materials and devices. All materials and devices which are listed by the Underwriters' Laboratories automatically comply with the provisions of the ordinance and do not require approval by this department.

No manufacturer of repute who manufactures electrical materials, devices, appliances or apparatus need have any fear as to the effect this ordinance will have on the sale of his commodities in the City and County of San Francisco, but the sale of sub-standard non-listed appliances which create a fire or life hazard will not be permitted, and the provisions of the ordinance in so far as this feature is concerned will be strictly enforced according to the Department.

Cooper New Manager of Colorado League

Has Long Industry Experience

John J. Cooper became executive manager of the Electrical League of Colorado on March 1st and he brings to the League many years of experience in various branches of the electrical industry.

He was connected for a great many years with the Mountain Electric Company, a wholesale house, as salesman, sales manager, vice-president and president until 1928 when that company was taken over by the General Electric Supply Corporation. He remained with the latter concern for 1½ years as division manager, then went with the Hurley Machine Company as manager, Intermountain Division, with whom he has been connected for the past two years, leaving them just recently to connect with the League.

Mr. Cooper has long been a firm believer and active in associations and organization work, being one of the organizers of the League eleven years ago, and has served as its chairman twice in that period. He is a past president of the Colorado Electric Light Association, having been engaged in the utility business for many years during a part of the time in which he was also engaged in the jobbing business.

Sparton Refrigerator Appointees

Earl R. Brower, sales manager of the Refrigerator Division of the Sparks-Withington Company, Jackson, Michigan, announces the appointment of Harley Wall, C. W. Findlater and L. J. Melvin as field representatives of the electrical refrigerator division.

Swenson for Electrochef on Coast

A. H. Jaeger, general sales manager of Electromaster, Inc., announces the appointment of a new district manager for sale of Electrochef on the West Coast. Louis R. Swenson of Los Angeles is his choice. Mr. Swenson has resigned as sales manager of Thor Pacific Company to engage in his new duties.

Burgess Increases Sales Offices

In order to effect quicker service to all customers, the Burgess Battery Company has opened up complete sales offices in New York City at 202 East 44th Street and in Kansas City, Missouri, at 2035 Main Street. Chicago offices continue to operate as a district office only, as general offices have moved to Freeport, Illinois, where the factories of the battery division are located. Warehouses will also be maintained at these points.

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